

VALUE OF COM-MERCIAL CLUBS

What Other Cities are doing to Advertise their Resources and Opportunities for Investment.

We said last week that we are informed that the Portland Commercial Club is expending about \$200 per day in telling Eastern people about Oregon. Now we ask why they do it.

Since the Lewis and Clarke fair at Portland in 1905, that city has seen such a remarkable growth and prosperity as to startle the most conservative. The same people who have for years lived in that beautiful city of roses have had their skepticism removed by proof which is convincing. They have seen their business increase three fold in less than five years; they have seen the dollar that moves men to do things, come to them with practically no effort beyond a little missionary publicity and co-operation. They stand organized like a trained battalion ready to take advantage of any opportunity which would be an advantage to their fair city; they are ready to move at a moment's notice to crush a common enemy of her large interests. You ask what has done it. We say publicity by live and aggressive men who know how to champion the battle of progress. They called to their aid the combined strength of brains and money to aid them in a good cause. While the men of the club are of different religious belief and in the open arena of political life battle against one another like giant game of the forest; But when it comes to the upbuilding of their city, and its welfare is at issue, these mighty giants in politics and religious adherents stand together as one and fight to a common end like a trained army of soldiers.

400 miles east of her is another city which has another such organization. A city, which only a few years ago was nothing more than an Indian trading point, which today boasts of a population of 130,000. She was brought to the fore by a body of young men who knew the game of building up successful cities. They brought their powers into action and laid her keel with such skill and ability as could not be overcome by any temporary set back. Today she breathes with clock-like precision and stands as a credit to western achievement. That city is Spokane.

These two cities are today battling for trade which to each of them appears to be her territory. This battle of commercial supremacy is directed by the brainiest men of each organization. Each wants more territory in which to distribute her articles of commerce. And each side will carry its scars of the battle before the territorial trade pie is cut. And as long as the organizations stand they will command the utmost respect for each other, but should they disband on one side and remain the other, the result would be disastrous to the disbanders.

Surrounding those centers of population are various cities of smaller size that are bidding for the retail trade of the people who live in their immediate community. They know the strength of their larger opponents. What are they doing? Nearly every town of any size has a live and wide awake commercial club which is making her bid for new people to come and take advantage of the op-

portunities that are offered near them. You cannot go into Spokane, Portland or Seattle, or any other good live western city and not find literature from each one of these cities, which tells of the opportunities they have to offer to the investor and home seeker. Little back woods towns of small importance are in many cases issuing fine eight to sixteen page pamphlets or booklets with fine views of their scenery and advantages. They are a credit to the cities that issue them, and call many people to them who would have gone elsewhere had they not found their advertising on the tables of those chambers of commerce buildings. Nearly all these towns have a slogan in their literature. For illustration, Walla Walla Commercial Club uses on their latter heads, in bold type, "Walla Walla wants you". This at first glance may not mean much but after a little reflection you can not help but see that it means "Welcome Stranger", and as soon as a newcomer realizes that his presence is wanted he feels he would like to be one of them. He not only becomes one of that society but he may also bring a friend and this friend causes another to come and live in that same community.

A commercial club is an asset that is as valuable as the stock you have in trade. Every one of these small cities fully realize that if they are to secure their share of the new people must bid for them like a contractor would in open competition for a job. A city which in this day and age fails to advertise, when all others do, will not and cannot get that which justly belongs to her. She is left at the roadside to struggle for herself with no new blood and new methods to keep abreast with modern ideas.

The citizens of Gilliam County are calling for more people but we do not yell loud enough, and when we do call, we call at home and we cannot be heard outside of the county. What we do want is to send out all over the east, our call for the people to come out here and aid us in a worthy cause and at the same time aid themselves. They want to come but they do not know old Gilliam, the home of plenty, wants them. The neighboring cities are calling louder than we are and the people are responding to their call. They are sawing wood with a modern machine and we with a buck saw, the good old-fashioned way. But we are getting old and the saw is getting dull and we are out of files. Don't you think a little new blood, more money and new ways would make us feel better and make us more prosperous people? We can have these if we will only put our shoulder to the wheel and go forward. Hill and Harriman have turned the eyes of the people to Eastern Oregon by opening up the country along the Deschutes and its tributaries. Never before has Oregon had such opportunities to make herself a power in the United States by acquiring more people to develop her natural resources. All we need to do is to turn their attention to Condon Prairie, which includes all that country up to Mayville on the south, Lost Valley on the east, the John Day River on the west and the Columbia River on the north. Once this beautiful farm land is shown to the good old eastern farmer, with our western prices, and we will no longer hear the words "Can't sell", but to the contrary, "I am going to hold," for the reason that the new way has done wonders. You will never go back to the old buck saw but will get into the new wagon, which is now in course of construction, and which at last reports was getting along fine.

Yours for a greater Condon and Gilliam County.

THE EAGLE'S EYE.

A Screen That Protects It Against a Too Brilliant Light.

The eagle that stares proudly at the sun has now been found to be no figment of tradition.

M. de Chardonnet, in a paper communicated to the French Physical Society, has shown that the eagle's eye has a special apparatus adapted to this feat, though it seems probable that he is not the only bird with this useful possession.

The apparatus is not, however, the "militating membrane" which all of us have perceived in looking even at the barnyard fowl. That is a mechanism designed merely to wipe the eye and to keep it clear of dust.

M. de Chardonnet's discovery was made while he was studying the transparency of the central part of the eyes of animals. He had already noticed that the eyes of night birds, such as owls, were more transparent than any other for ultra violet rays, and he had tried to push the experiments further by ascertaining whether they would be affected by ultra violet rays alone.

These experiments failed because of the absence of responsiveness on the part of the birds, which did not appear to manifest any sensation in passing from darkness to light, whether this light was visible to human eyes or not. M. de Chardonnet's failure led him to inquire whether there was any organ of which he was ignorant in the bird's eye, such as would intervene in such circumstances.

While dissecting a bird's eye he was struck to find an organ to which French naturalists have given provisionally the name of the pelige or comb. A better idea of its function would be obtained by calling it a parasol.

This organ is formed of a very thin membrane, black-opaque and situated in the eye where the optic nerve penetrates it. The structure of this membrane is such that the retina is completely masked when the "parasol" is open. It is reasonable to suppose that the parasol is therefore a screen to protect the eye against a too brilliant light, whether the light is visible in the ordinary sense or whether it consists of ultra violet rays.

FINLAND SUMMERS.

Effect of the Famous "White Nights" Upon Vegetation.

The famous "white nights" of the north are a most surprising phenomenon to the visitor from southern climes. It is a weird experience, declares A. M. Scott in "Through Finland," to sit for the first time upon a veranda at midnight and read a newspaper or to walk home from a restaurant at 1 o'clock in the morning and to see people still gossiping at the street corners or strolling along the promenades under a bright, clear sky.

A spirit of rest and peace is over all the earth. The sky is bright, not with the fiery brilliancy of noon, but with a tender, gentle radiance. The colors of the landscape have become softened, but not blended. There are no shadows save for a week or two in June, when the bright northern sky at midnight projects faint, ghostlike shadows toward the south. The sun just dips below the horizon and no more. There is no division between the sunset and the dawn. The same rosy flush serves for both.

Summer in Finland is, in fact, one long day. Never a star is to be seen, and when the first faint star glimmers in the south it is a sign that the summer is past and that the autumn frosts have arrived.

The long light has a marvelous effect upon vegetation, forcing its growth at hothouse pace. The "white nights" account both for the suddenness of the burgeoning and for the intensity of the heat. Land and water have no time to cool. One cannot fail to be struck with the enormous size of the foliage upon the oak and hawthorn trees as compared to that to which we are accustomed. Botanists have explained this as being due to the larger supply of light. It has sometimes been suggested that we may hasten the harvests by the use of artificial lights. Nature herself does this for the Finnish farmer.

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