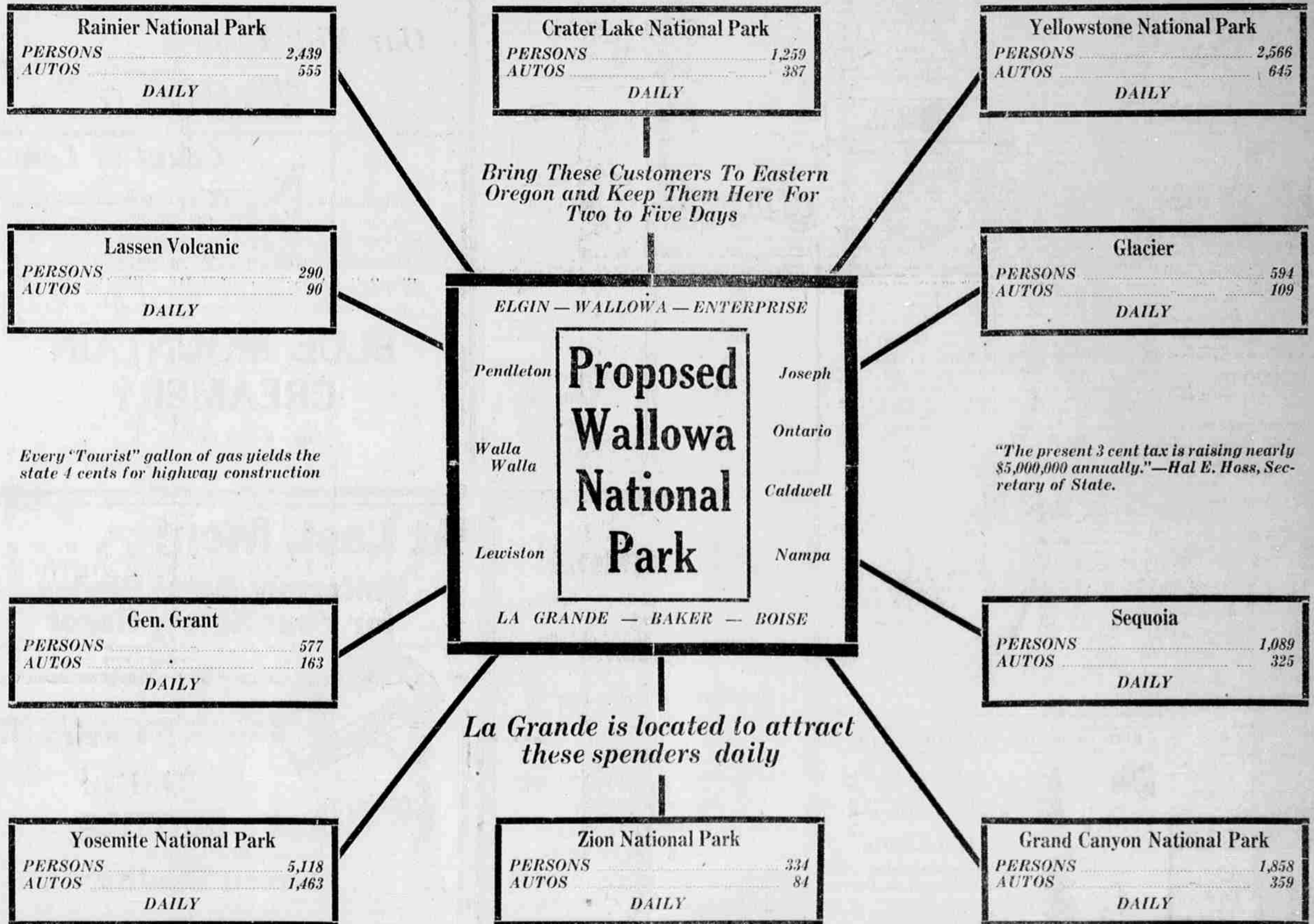


# GIVE THEM A REASON FOR STOPPING IN OREGON!

Ernest Smith, Executive Vice-President of the A. A. A. recently made the statement that the Oregon tourist problem consisted in selling to the tourists Oregon as an objective point, rather than as a corridor leading to California or Recreational Areas to the North and East.

## \$3,500,000 Annual Income To Eastern Oregon

This is the average of each of these ten National Parks east and west of the Wallowa Area, based upon Registration Figures for 1928



The figures above quoted are from the report of the Secretary of the Interior giving the government record of registrations for 1928. Auto clubs investigating the amount spent by tourists visiting national parks found the average per person to be \$8.00 per day.

Headquarters  
in  
La Grande

# Wallowa National Park Assn.

28 Directors and Committees in  
Oregon, Washington, Idaho

JULIUS ROESCH, President