



Crater Lake.

THE LURE OF OREGON

OREGON is not only a state of perennial opportunity, but is a land of marvelous beauty. It is a land of scenic glories, caressed by climate whose summers are cool and whose winters are mild. Within its boundaries are grouped scores of majestic mountains, hundreds of wonderfully beautiful lakes, numerous picturesque rivers and streams, where trout love to play, canyons and glens, and hundreds of thousands of acres of primeval forests. The diversity of its scenery, the equable and invigorating climate, afford a combination of conditions for a summer's outing unsurpassed any-

where in the world. Those who visit Oregon for the first time, who stand beneath her forest giants, who glimpse the snowy ranges rising from evergreen forests, who see trout and salmon leap from swift mountain water or from the breeze-blown ripples of her mountain lakes, or who journey along her coastal line from the mighty Columbia river to its southwestern extremity in Curry county, will realize that Oregon offers to the vacationist and the tourist the maximum of all that could be desired in opportunity for enjoyment—that here are found in amazing profusion, beauty and grandeur unequaled elsewhere.

Oregon has been doubly blessed of those things which go to make a delightful summer vacation. Here the tired business man may find complete rest under most delightful conditions. Here the invalid may travel the road to bounteous health, enjoy the sea air or the phenomenally clear and pure atmosphere of the mountain regions of eastern Oregon or the marvelously beautiful Cascades. Here the robust seeker of pleasure will find full opportunity for the enjoyment of those things which he or she may seek, whether it be mountain climbing, hunting big game or enticing gamey fish from beautiful streams and lakes which abound.

And here the hiker will find his or her greatest opportunity. In the waters of health and strength-giving springs of which Oregon is bounteously favored.

And here the hiker will find his or her greatest opportunity. Probably nowhere in America will the walking enthusiast find so many treasures which can be made the objective of a summer outing, in the mountains or along the seashore.

Magnificent Roads

For the automobile tourist Oregon affords unusual advantages. Good roads traverse the state east and west, north and south. Here the tourist will find road building unexcelled by any other state, and equaled by few. A wonderful system of hard-surface roads is being built, and already one may travel for thousands of miles over splendid roads installed by the state highway commission.

In the magnificent Columbia river highway, Oregon possesses what is without doubt the most wonderful highway in America, if not in the world—the most perfect example of road-building skill extant. Hard-surfaced for over 200 miles of its length and splendidly paved for an additional 200 miles into eastern Oregon, this wonderful roadway opens the door to the treasure box of the beauties and impelling grandeur of the gorge of the mighty Columbia river. No one who has seen it will ever forget.

The Columbia river highway passes numerous waterfalls and crosses many beautiful streams; it passes through geologic formations of extraordinary bulk and beauty; it is the key to the beauties of the Blue and Willowa mountains of eastern Oregon and connects with The Dalles-California highway which extends north and south through central Oregon and with the beautiful Pacific highway, hard-surfaced for nearly 300 miles and extending north and south through western Oregon, connecting with the Pacific highway of California on the south and then on the north with the highway of the same name in Washington. East-and-west roads connect the north-and-south highways at frequent intervals, with the result that the summer tourist may reach almost any section of Oregon by automobile.

Mountains and Lakes

Snow-capped mountains and lakes create in Oregon wonderful opportunities for hunting and fishing and for the enjoyment of the great outdoors. The Blue and Willowa mountains of eastern Oregon are extraordinary for their wonderful coloring, their pure atmosphere and for their rugged beauty. The Cascade mountains in central Oregon show a continuous succession of mountain peaks, including Mount Hood on the north, Mount Thielsen, McLoughlin, Diamond Peak, Mount Jefferson, the Three Sisters and numerous other snow-crested eminences on the south. From Mount Hood to the California line is a continuous succession of crystal-clear lakes, large and small, and in number probably exceeding any like mountain area in the United States, there being, it is estimated, between four and five hundred lakes, most of which are stocked with trout and other gamey fish.

Crater lake, in south-central Oregon, is one of the most marvelous lakes in the world. Nestled from one to two thousand feet below the edges of an extinct volcano, Mount Mazama, its waters, crystal clear, reflect the colorings of the sky and hold spellbound its viewers who watch its surface change

with the frequency of the opal and with similar iridescent effects. Crater lake is one of the scenic wonders of the world. Willowa lake in the Willowa mountains of eastern Oregon, surrounded by snow-capped peaks, is another objective of tourists and fast is becoming one of the great attractions of that section of the state.

Reached by Automobile

The ten thousand wonders of the Cascade mountains, the marvelous beauties of the mountains of eastern Oregon, the great Coast range mountains of western Oregon, all may be

Scenic Snapshots

Crater Lake is the most wonderful lake in the world. It is conceded to be one of the world's eight wonders.

The Oregon Caves in Josephine County are much larger and more beautiful than the famous Mammoth Caves of Kentucky.

Irvin Cobb declared Oregon to be the best fishing state in the United States.

Oregon has twenty-one established mineral springs whose waters are curative. Several are hot springs.

Oregon has five hundred lakes, nearly all of which are well stocked with gamey fish.

Oregon has eighty-four named mountain peaks, of which a score are perpetually covered with snow.

The Skyline Trail through the Cascades from Mount Hood to Crater Lake affords the finest "hiking" trip in America.

Oregon offers the big game hunter a splendid field for the exercise of his prowess. Deer, bears, mountain lions and other big game abound.

Oregon has sixteen National Forests, affording wonderful opportunities for summer outings.

The Oregon coast line is a series of stretches of splendid beaches, interspersed with monumental rocks and varied with mountain scenery.

The annual "Round-up" at Pendleton in September is the "wild west" classic of the country.

The Willowa and Blue Mountain ranges of eastern Oregon are veritable American Alps. Their ruggedness is rarely equaled in this country.

The Deschutes Canyon in central Oregon is a rival of the famous Grand Canyon of Colorado in formation and beauty.

The Columbia River Highway, passing through Portland, extending in one direction 112 miles to the sea and in the other direction to Pendleton, is the finest roadway in America. Through much of its distance it is carved from granite mountainsides. It is hard-surfaced for 200 miles. In one stretch of ten miles there are eleven waterfalls, the smallest of them more than a hundred feet in height and the highest is 625 feet.

Mount Hood, extending 11,025 feet into the sky, is the Mecca for American mountain-climbers. Thousands of people come to Oregon every year to scale its heights, and it has been climbed more than any other glacial peak in America.

An excellent automobile road leads from Portland to the snowline on the slope of Mount Hood. Here a splendidly-appointed inn accommodates the tourist and the mountain climber.

Practically every Oregon beauty spot can be reached by automobile. The state has 600 miles of hard-surfaced roads, 1000 miles of gravel and macadam roads, and over 1500 miles of graded dirt roads.

Practically every municipality in the Pacific northwest maintains a comfortable auto camp for tourists. Two of the most famous are those at Portland and at Ashland, Oregon.

reached by automobile, and in addition the railroad systems of the state conveniently serve many of the summer vacation and resort regions.

The Skyline Trail

Extending south from Mount Hood and traversing the Cascade mountains to Crater lake and touching or convenient to the wonders of that range of mountains is the Skyline Trail, probably the most unique in the United States. Built by the forestry department, the trail is equipped with all the necessities of the hiking tourist. Camp grounds are laid out at frequent intervals, telephone stations are provided and sanitary conveniences have been installed; in fact, the forestry department has done everything possible to make comfortable and easy the walking trip from Mount Hood to Crater lake. The Oregon Tourist and Information Bureau, with offices in Portland, has issued a detail map of this wonderful mountain trip.

Splendid Beaches

Oregon is blessed with an extraordinarily beautiful shore line along the Pacific from the Columbia river to California. The Oregon coast offers a diversity of scenery probably unexcelled anywhere in America. Stretches of smooth beach are made more beautiful by great rocks and jutting cliffs, teeming with bird life, by splendid forests of fir and spruce which creep down to the water's edge—all creating an ensemble which makes the Oregon coast line especially attractive.

The Oregon Climate

Blessed with a splendid all-year-round climate, Oregon enjoys an especially delightful summer season. In western Oregon the summer weather is tempered by winds from the ocean and it is rarely that the days are uncomfortably warm, and there is always the distinct advantage of cool nights.

In eastern Oregon, that is, east of the Cascade mountains, the summer climate is warmer than along the coast, but it is a dry warmth, almost entirely lacking in the enervating humidity of many other sections of the country.

In almost every section of Oregon the nights are always cool. No matter how warm the days may be, a blanket is usually necessary at night. The result is restful sleep and an awakening to the pleasures or duties of the day, refreshed and full of that zest which is proverbial in Oregon.

Oregon's summer climate is ideal. Every hour of the twenty-four is pleasant, comfortable and refreshing.

Transportation

All the great railway systems enter Oregon either directly or through their connections with other railroads.

All the great automobile highways have connections with roads which enter Oregon either over the great Columbia river highway, the Pacific highway, The Dalles-California highway or the old Oregon trail.

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The Pacific northwest is the tourist's paradise and travelers are realizing this more fully every year. Not long ago the average tourist visited northwestern cities only between trains on his way from the Canadian Rockies to California. Now tourist agencies throughout the United States are routing thousands of tourists each year through the Pacific northwest, and they are spending from two weeks to two months viewing such attractions as Malahat drive in British Columbia, Rainier national park, Lake Chelan, the Columbia river highway, Mount Hood, the Oregon beaches, Crater lake, the Josephine caves or the myriad other beauty spots of this wonderful region.

Numerous beautifully illustrated booklets picturing and describing the attractions of the Pacific northwest can be had for the asking. The Oregonian will be glad to refer your request for literature on any particular northwestern attraction to the proper place.

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This advertisement was designed and written by Sydney B. Vincent, manager of the Oregon Tourist and Information Bureau, Portland, Oregon.

OREGON INVITES THE WORLD