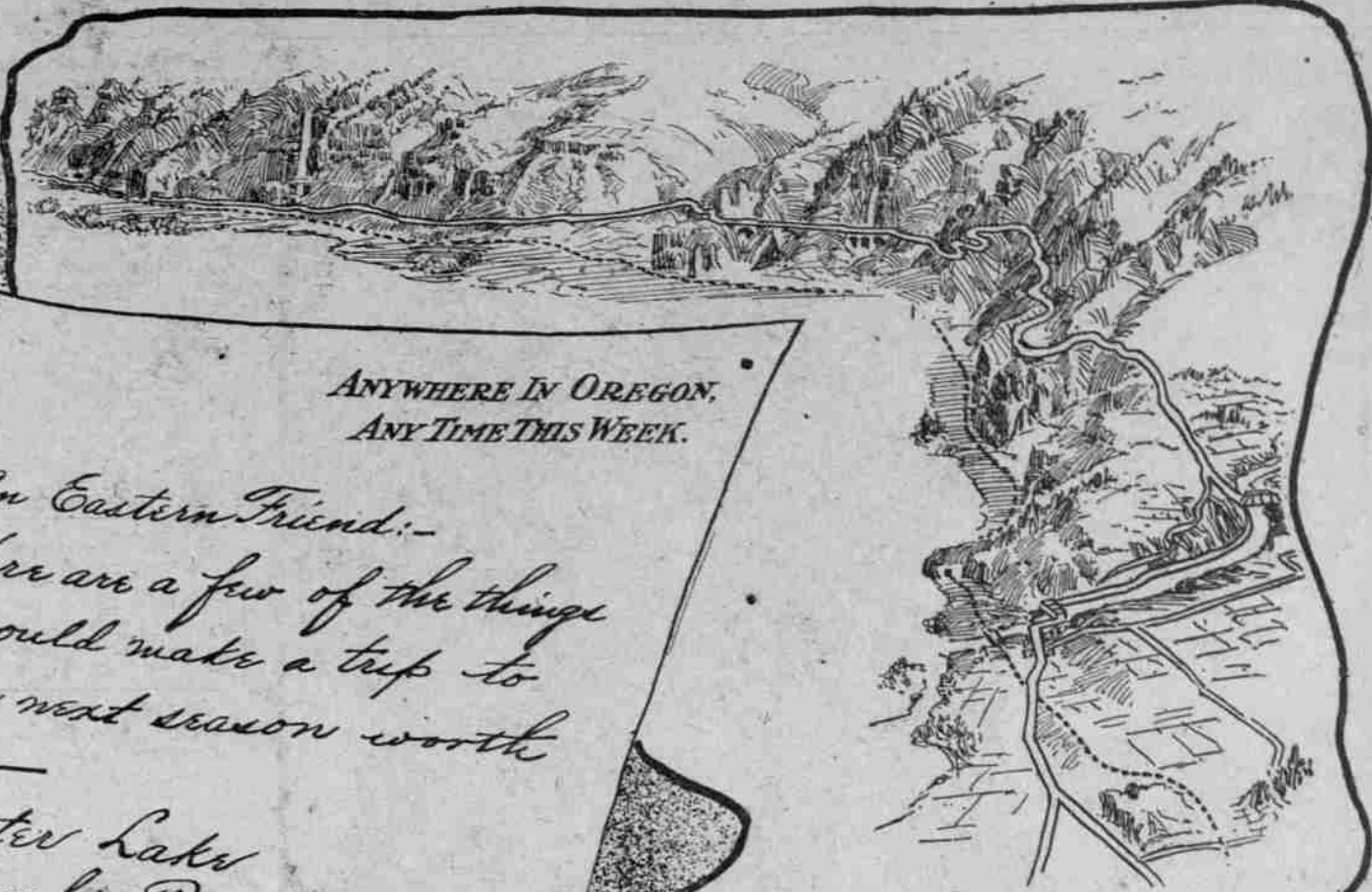


WRITE THOSE INVITATIONS TO OREGON, AND DO IT NOW

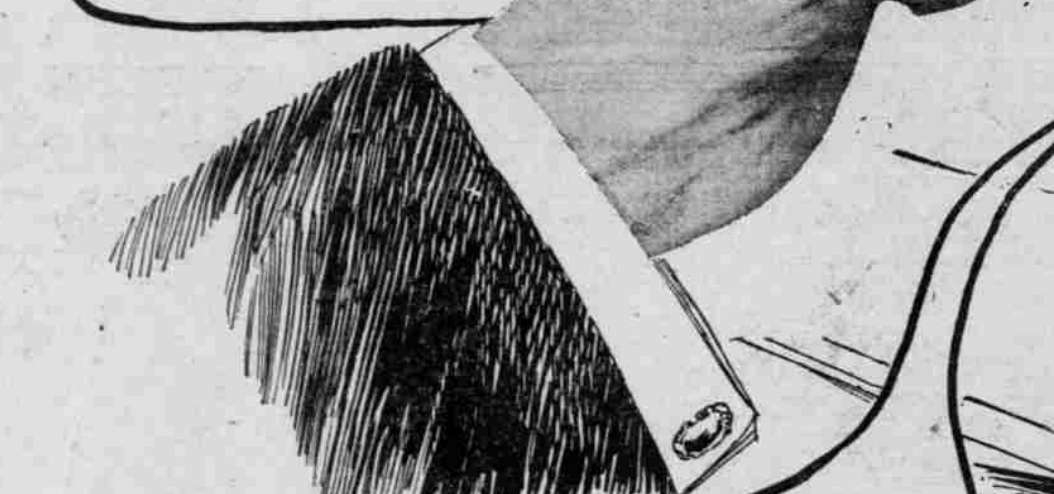
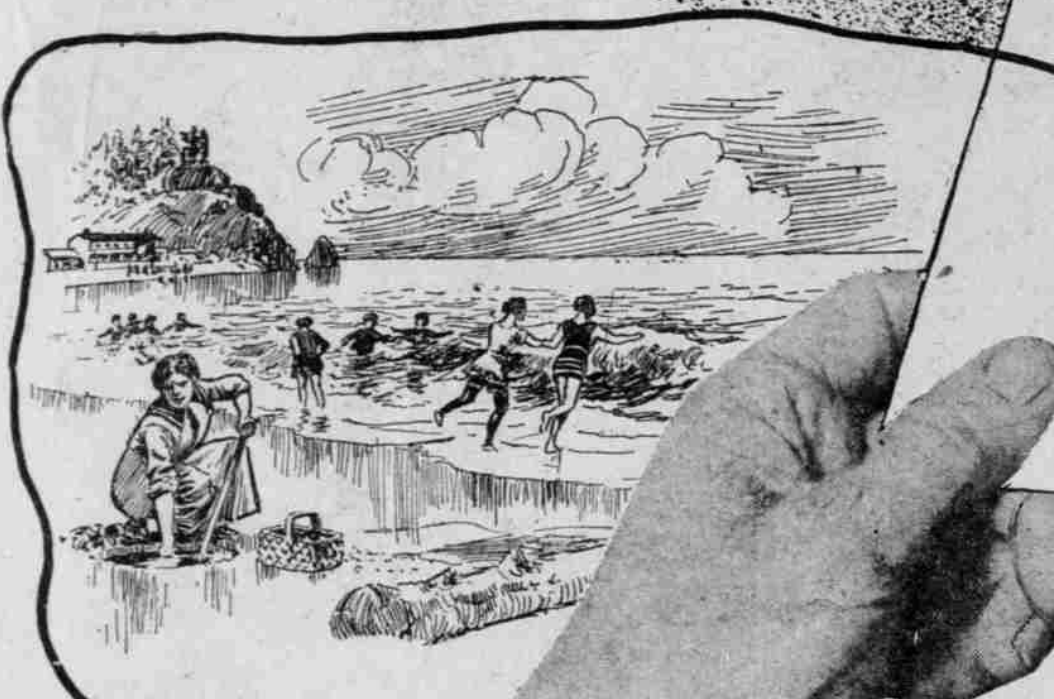
Jar Up Relatives, Friends and Even Long-Neglected Acquaintances With Letters Describing Wonderful Attractions for Visitors, and Let Psychology Do the Rest.



ANYWHERE IN OREGON.
ANY TIME THIS WEEK.

To An Eastern Friend:-
Here are a few of the things
that would make a trip to
Oregon next season worth
while:-

Crater Lake
Columbia River Highway
Beaches
Mountains
Oregon Caves
etc., etc., etc.



SAY, how about that letter that you are going to write to the folks back home?

Isn't it about time that you got busy? Better refresh your memory, if you can, and make up a list of your relatives, your friends and your mere acquaintances who may be induced to take a trip to Oregon this year, or who may want to come in some future year.

Remember, then, that this is Letter-Writing week, and that everybody in Oregon is expected to take a hand in the game. Don't stop with one letter. Write at least 10 of them. Some folks are going to write 40 or 50, and others as many as 100 or 200.

Just think what fun it will be to sit down and pen a few lines to some of your old friends whom you have not seen in years and who have not heard from you in all that time.

And imagine, too, what some of those old boys will think when they get a word from you. Then, if that word consists of an invitation to come out here and visit this state of your adoption, some of those fellows, who haven't crossed the borders of their own township since they were boys may take a notion to come on out here and give this country the once over anyway. You can never tell.

That's all this Letter-Writing week is for. To get people in other parts of the country to give Oregon the once over. The boys down at the Chamber of Commerce who have framed the thing up figure that a state that stands ready for public inspection at all seasons and under all circumstances is pretty apt to merit approval.

They are strong on the psychology stuff down at the Chamber of Commerce. Of course, the Chamber could mail out invitations to the entire adult population of the Eastern half of the continent, and really might reach a

larger number of people, but there is where Old Man Psychology gets in his work.

Psychology teaches that the average man will not give half the attention to an invitation from a commercial organization that he will give to one from an individual, especially when that individual is a relative, or a friend, or even an acquaintance.

That's the reason you and every other person in Oregon are expected to send letters back home this week. Ask your folks not only to visit Oregon, but tell them of some of the things that they will see when they get here.

If your memory happens to be a little bit sluggish just now, this may help to brighten it up:

Josephine Caves Wonderful.

As yet the Josephine County caves, which have been created into a National monument, are not as widely known as they deserve to be. But there is only one other natural wonder on the continent with which they may be compared—the celebrated Mammoth Caves of Kentucky. The Josephine County caves, named by Joaquin Miller "The Marble Halls of Oregon," are so extensive in area and so intricate in formation that they have never been fully explored. The usual entrance to the caves is at an elevation of 4000 feet, and the usual exit six miles distant on the opposite side of the mountain. There are four distinct levels of caverns, with many fantastic passages and grottoes and great chambers, most beautiful and strange rock formations. The caves are located near the California boundary, 37 miles south of Grants Pass, on the main line of the Southern Pacific. Stop-overs are granted on through tickets for the caves' side-trip, which can be made in two days' time, at a minimum expense of \$7.25. The first 25 miles is by automobile

stage to Williams Camp, where accommodations may be had. Thence nine miles over a good mountain trail—on horseback, if preferable. A Government guide, whose services are free, is stationed at the caves. The nine-mile trail through the forest crosses 21 streams, and the section is famous for trout, grouse, quail, deer and bear.

Crater Lake Another Wonder.

To begin to appreciate what Crater Lake is, first imagine a great smoldering volcano, perhaps overtopping Mount Rainier or Mount Shasta. Then imagine one of the greatest of earth catastrophes shattering the upper half of this great mountain. The lower half of the mountain yet remained, the cavern reaching down to an immense depth.

The final stage of the making of this natural world wonder came when this great cavity half filled with water, which comes from—nobody knows where. The immense depth of water, 2000 feet and more in places, and its remarkable coldness and clearness, has given to Crater Lake an azure blue color which can neither be painted nor described. The rim around the lake, which is about six miles long and five miles wide, varies in height from 1000 to 3000 feet. At some points the lake-shore precipice is sheer, and there is only a single spot where one may safely walk down the inner side of the rim to the water's edge, the Government having recently widened the formerly rough trail to a path that horses may follow.

There is a good automobile road to the brink of the precipice, and the Government is expending \$100,000 a year in constructing the most marvelous 22-mile scenic boulevard in the world, completely around the pinnacle edge of the lake rim, closely overlooking Wizard Island, which was perhaps the last

chimney of the crater, and Phantom Ship, a crazy little island under Dutton Cliff. There are boats on the lake, and the rainbow trout, with which the lake has been stocked, are so plentiful that their feeding is becoming a problem for the Government caretakers of the National Park.

The lodge overlooks the surface of the lake, 1200 feet below, and many persons come every year prepared to camp out for days and weeks during the summer park season, beginning July 1. A general merchandise store at Anna Spring Camp and a branch store at Crater Lake Lodge supply campers with provisions at very reasonable rates.

Crater Lake may be approached

either from the west side, via Medford or Ashland, or from the east side, via Klamath Falls and Chiloquin. A very popular plan is to go by one route and to return by the other, thus crossing the Cascade Mountains and having an opportunity to inspect the interesting Klamath country and also the beautiful Rogue River Valley, home of famous Oregon pears and apples and peaches.

The distance from Medford, in the Rogue River Valley, to Crater Lake is about 85 miles, automobile stages making the run in six or eight hours, passing a number of interesting scenes en route, including the gorge of the Rogue River, several falls, a natural bridge and the greatest forest of towering sugar pines in the world.

Down the west slope of the Cascades from Crater Lake it is only 35 miles to Chiloquin, the present terminus of the branch Southern Pacific Railroad connecting with the main Shasta route at Weed, Cal.

In June of each year, when miles and miles of rose hedges are in their first bloom, Portland holds its festival of the roses. During three days Portlanders meet transcontinental trains and shower travelers with the beautiful and fragrant blossoms, which reach higher perfection out of doors in Portland's climate than do hothouse roses in other states.

It is three days of joyous abandon; music, festival centers, rose shows, parades are given daily, each citizen striving to outdo his neighbor in the decorations of his automobile or his vehicle, with stringent rules preventing anything except flowers being used, and winding up with a gorgeous electric float parade on the last night.

No festival anywhere in the world offers a feature equal to this spectacle for magnificence and splendor.

Portland roses bloom during 10 months of every year, but in greatest profusion in June. Visitors are welcome to all they can carry. They are here in uncounted millions.

Hotel rates in Portland during this or any other celebration never are advanced.

Columbia River Highway.

The Columbia River Highway, just hard-surfaced from Portland to the Hood River County line, gives the tourist access to the land of Thanatopsis.

From Portland this wonderful highway reaches west to the Pacific and east to Central Oregon. It is America's newest and greatest pathway for the recreationist. Its scenic beauties are not only a combination of the Alps, the Rhine and Southern Italy with the wild grandeur of the American Rockies, but it is a remarkable engineering accomplishment.

From Portland to the sea the highway gives glimpses of the diked bot-

tom lands which resemble the wonderful country behind the sea wall of Holland; it winds in and out among the low hills bordering the Columbia River, giving vantage for views of splendor in color and form, while constantly the vista of river shore and water commerce changes. Then it carries the traveler through Astoria, the quaint port city, and on to the sea.

Going east from Portland, this wonder road pierces the heretofore inaccessible gorge of the Columbia, and in these upper stretches of the highway are found 50 miles of cliffs and falling waters, matchless colors of shore and sky. Hanging on cliffs in many places, hundreds of feet above the river in others, its concrete and steel bridges spanning turbulent streams which sprawl many feet underneath, supported by quaint walls of dry masonry for miles of its length, the highway at Crown Point is 700 feet above the river and gives a view of 35 miles in either direction.

Until this roadway was built the Columbia River gorge had never been passable except on board a railroad train, a single track having been constructed along the bank of the river. From car windows fleeting glimpses of its marvelous scenic attractions were obtained. The gorge was the home of Indian tribes in the early days, a fastness where they were safe from enemies. It was the scene of the fabled Bridge of the Gods, and around its scenic grandeur many Indian fables were drawn.

From Crown Point the highway spirals downward on a 5 per cent grade, in triple figure 8, and enters the district which has given it the title, "The Road of the Falling Waters." In 10 miles' travel 11 spell-binding waterfalls are passed, the highest being Multnomah Falls, second highest in the

United States. Latourell Falls, Sheppard's Dell, Bridal Veil, Cooney Falls, Daiton Falls, Mist Falls, Wahkama Falls, Benson Park and Multnomah Falls, Ontonaga Gorge, where a subterranean stream sends air blasts along the rocks; Horsetail Falls, Cathedral Point, St. Peter's Dome pass in quick succession and the traveler is at Bonneville, where he can inspect the greatest fish hatchery in the world.

Then on through the tunnel at Mitchell's Point to the sunken forests of the Columbia, where giant trees are seen beneath the waters; to the petrified forests at Tanner's Creek with 200-foot trees; to the abutments of the Bridge of the Gods, passing numerous fish wheels, and into the Hood River Valley. From there the tourist finds the call of Mount Hood and its tremendous glaciers can be responded to with convenience over splendid roads.

A National Park now parallels the Columbia River Highway between Portland and Hood River, which forever retains this virgin masterpiece of nature's handwork to the uses of the people.

Tourists coming West over the Lincoln Highway or any of the roads through Utah, Idaho or Montana will find good auto roads leading into the Columbia River Highway.

Coast Lakes of Oregon.

Nothing in the far-famed White Mountain region or in the Adirondacks compares with Oregon's Coast Lake district. Parallel with the Pacific Ocean, and not more than one and a half miles distant, the tourist can locate at hotel or camp on the banks of one of three lakes, surrounded by mountains, enjoy sea sports of all kinds, and take his morning dip in the Pacific. They are in the center of the

(Continued on Page 11, Column 4.)

SOME THINGS TO SEE AROUND PORTLAND.

Visitors to Portland are offered many delightful trips through the immediate environs of the city. Here is a partial list of them as compiled by the Chamber of Commerce.

IN ONE-HALF HOUR—Portland Public Library, Tenth and Yamhill streets; Oregon Historical Society, Second and Taylor streets; Portland Museum of Natural History at City Hall, Fifth and Madison streets; Portland Art Museum, Fifth and Taylor streets; Carroll Public Markets, Third and Yamhill streets.

IN ONE HOUR—Council Crest, 1100 feet above city, giving splendid view of Mount Hood, the city and Tualatin Valley; Kings' Heights, with view of city and rivers; Experimental Fish Hatchery at Reed College; Forestry Building; Chinatown.

IN TWO HOURS—Terwilliger Boulevard; Sky Line Trip; Peninsula Park and the Sunken Gardens; The Oaks, resort with swimming tanks; Portland by sight-seeing auto or street car, giving intimate knowledge of representative portions of residence and manufacturing districts; water front and river inspection by motorboats; Washington Park; lumber mills (Portland has some of the largest sawmills in the West).

IN ONE-HALF DAY—Columbia River Highway to Crown Point and Multnomah Falls by auto; Vancouver Barracks, one of the oldest Army posts in the United States; Estacada and Bull Run Parks; Oswego Lake, a most beautiful body of inland water; the Union Stockyards and Union Meat Company's plant.

IN ONE DAY—Columbia River Highway to Hood River and return by auto; the McMinville electric loop, giving splendid idea of the agricultural richness of the valley; Oregon train trip to Bonneville and fish hatcheries on Columbia River Highway; to Astoria, where some of the largest salmon canning plants of the United States are located; to Oregon City for a try at salmon fishing and to view the tremendous falls of the Willamette.

IN THREE DAYS—Mount Hood with its crevasses and glaciers, its perpetual snow and wonderful views; a side trip from Medford or Klamath Falls to Crater Lake, or from Eugene to Coast Lakes.