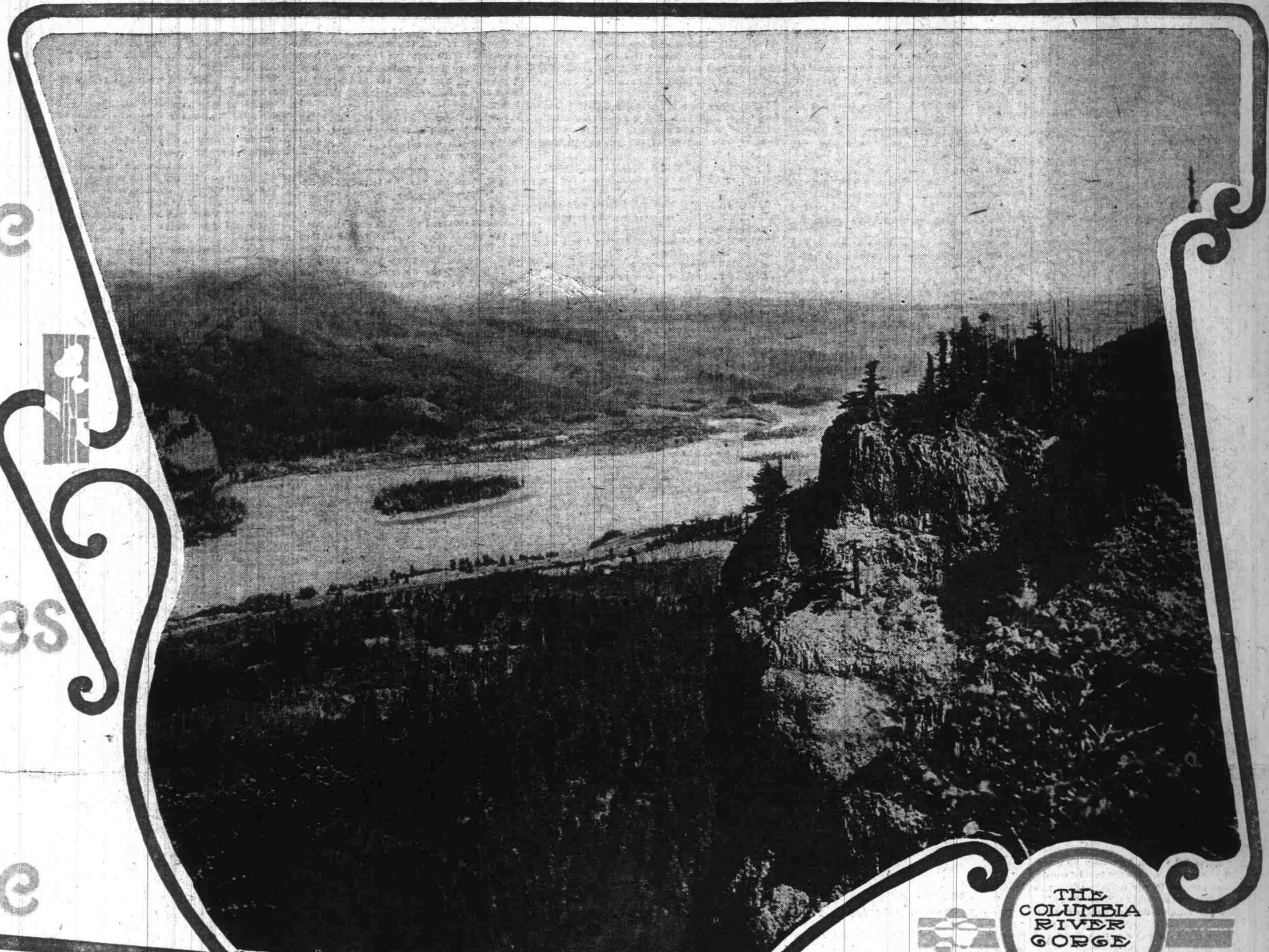


PORTLAND, OREGON, SUNDAY MORNING, MARCH 21, 1915.

In all the West no scenes like these



THE COLUMBIA RIVER GORGE
© GIFFORD



A DIP IN THE SEA
© WEISTER

TO THE BOYS AND GIRLS AND THE GROWN-UPS, TOO

YOU all have friends in the east. Many of them are contemplating visits to the Pacific coast this summer.

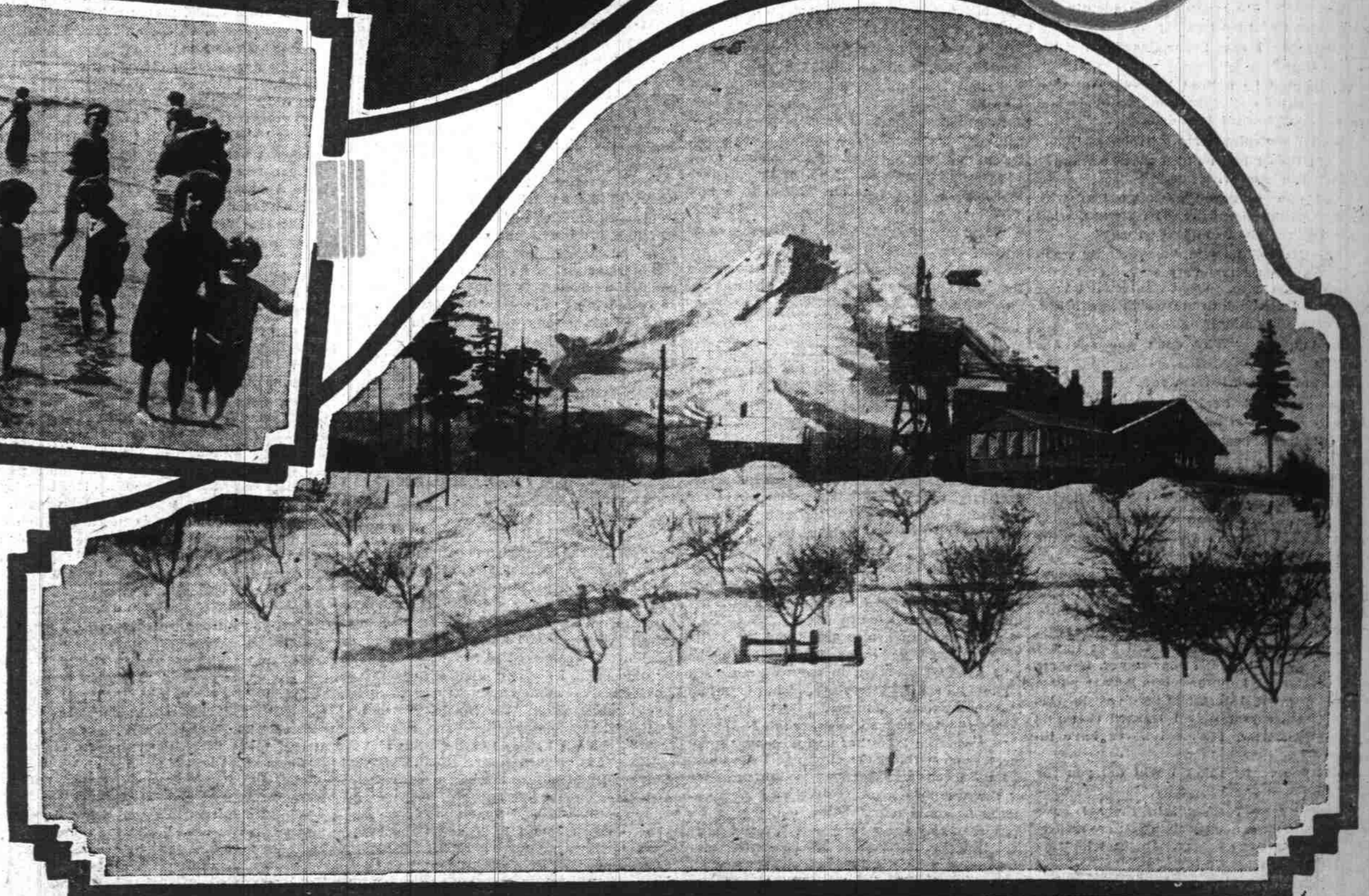
The California expositions are mighty factors in stimulating tourist travel. And while they both are well worth seeing, they by no means comprise all of the attractions to be seen on the west coast.

Oregon, in its natural beauty, holds more in store for the eastern visitor than you can imagine. Its superb scenic attractions and its incomparable climate make it a midsummer playground, unrivaled, with Portland as its capital.

The snow-capped mountains and the seashore both are easily accessible from Portland, while the rugged grandeur of the Columbia gorge and adjacent territory will be seen to greater advantage this season than ever before over the new Columbia highway.

And, then, you know, Portland herself, ever attractive, looks her prettiest in the summer when she wears her garb of roses that is known the world over.

Accordingly, write your eastern friends to visit Portland and Oregon on their way to the California expositions. Tell them of a few of the state's midsummer charms, and you might add that June 9, 10 and 11 are the dates for Portland's Ninth Annual Rose Festival. They will appreciate the favor.



MT. HOOD FROM MT. HOOD LODGE