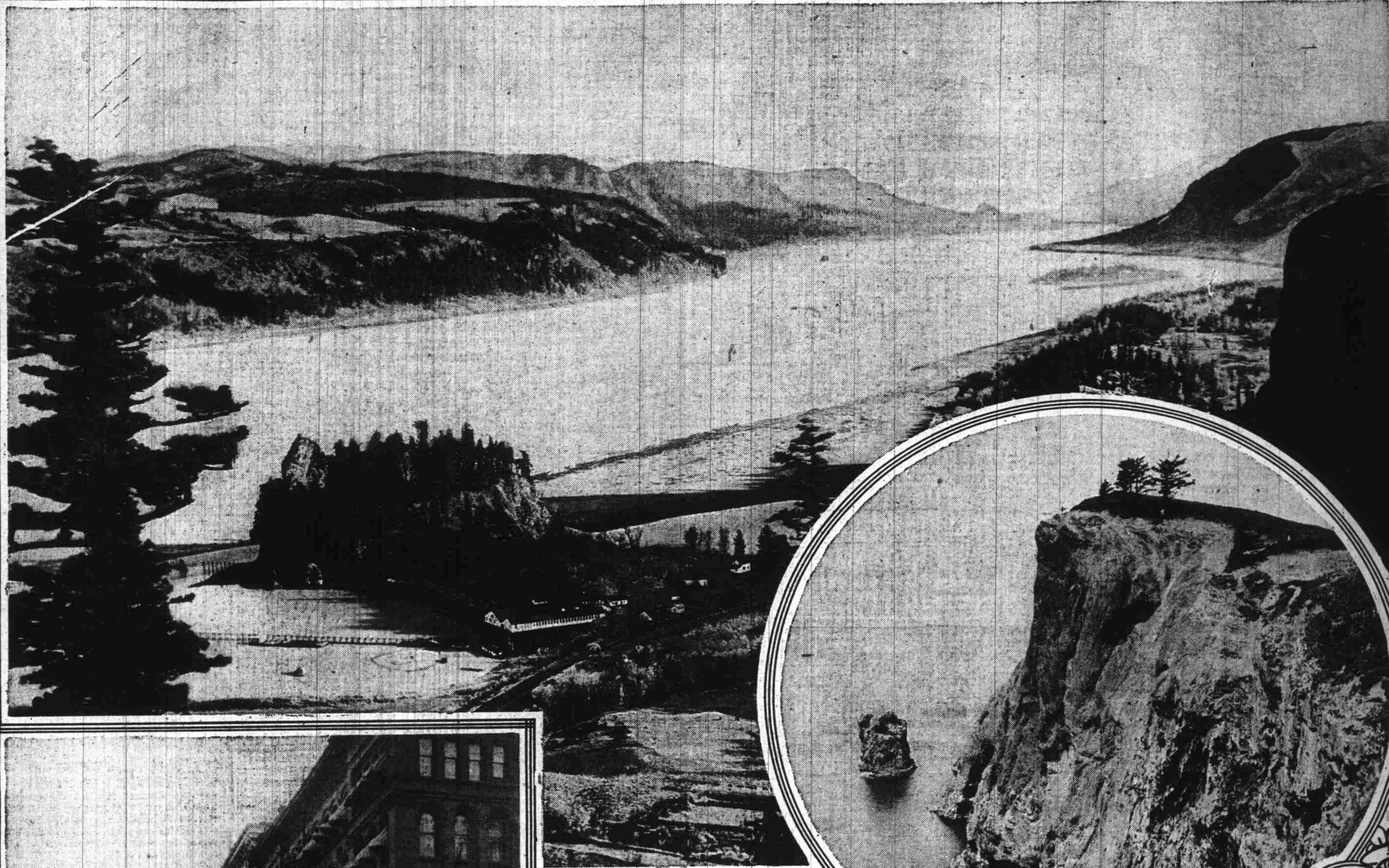


# WELCOME AWAITS THE TOURIST IN OREGON



VIEWS LIKE THIS ARE MANY ALONG THE COLUMBIA HIGHWAY © GIFFORD.

A BIT OF OREGON SHORE PHOTO WEISTER



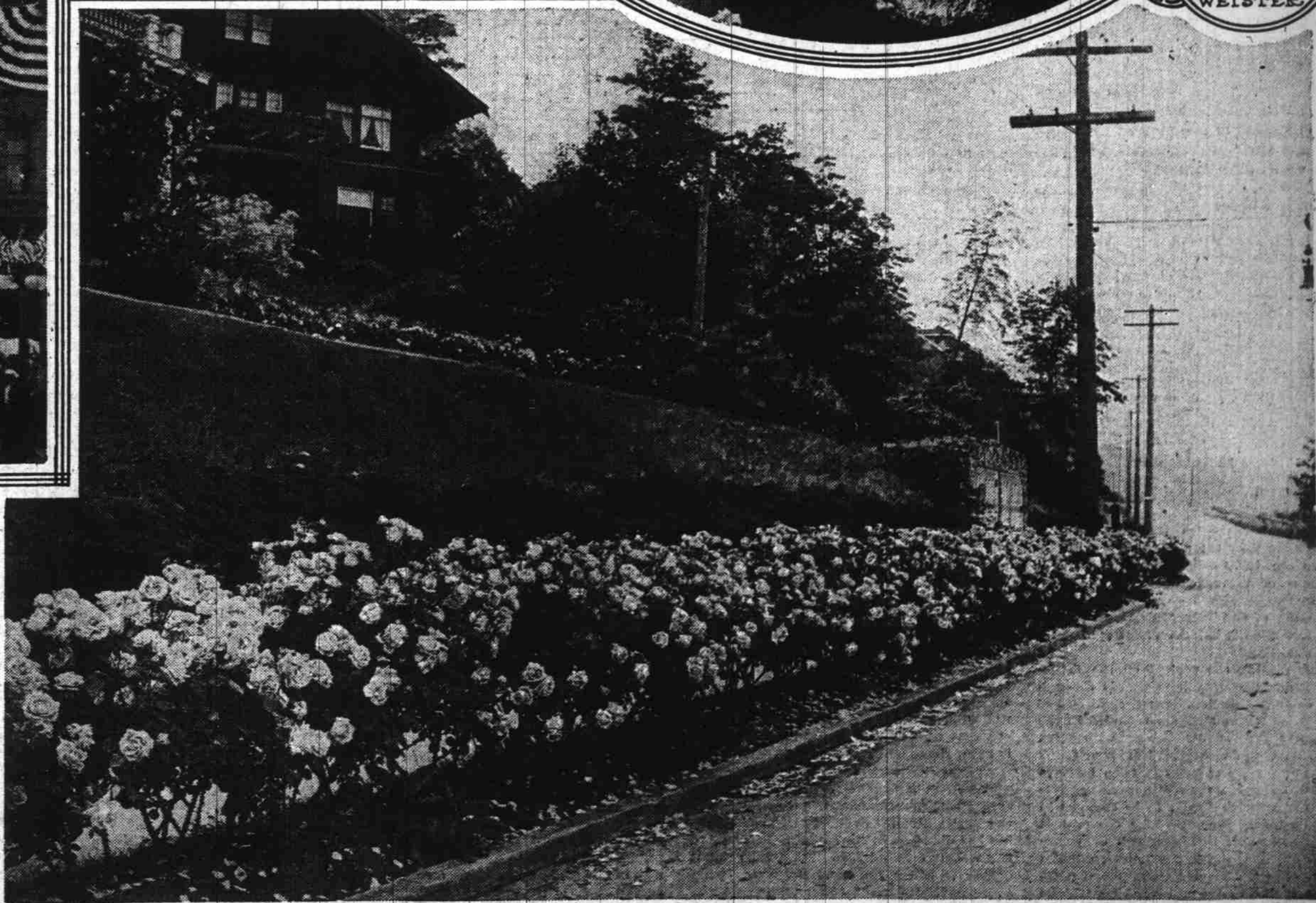
BROADWAY, PORTLAND, IN GALA ATTIRE. PHOTO WEISTER.

## WHY PORTLAND IS IDEAL MIDSUMMER CAPITAL

**U**NSURPASSED natural attractions and a prevailing climate that pleases are the two compelling reasons why Portland is the ideal midsummer capital. Portland is the center of a gigantic open-air playground that includes in its natural equipment all that man desires. There are towering mountains, rushing streams, great rivers and ocean beaches, all within a few hours' run of the city. Nowhere else is there opportunity for a greater diversion of midsummer outings and so easy of access.

The climate is unexcelled. Bright days of warm sunshine and cool nights are the order during the summer months. Prolonged heat waves are unknown, thunderstorms are a rarity, and disturbing winds exceptional.

These are facts, not fancies. The weather bureau statistics for 1914 show that during the five months from May to September, inclusive, the mean maximum temperature was 73.7 degrees and the mean minimum temperature 63.7 degrees. A temperature of more than 90 degrees was recorded on five days only, and at that the maximum was 94 degrees, recorded on two days, June 15 and July 18. During the same period the minimum was 40 degrees. Sunshine prevailed on most of these 153 days.



A PORTLAND ROSE HEDGE, PHOTO CRAGO.