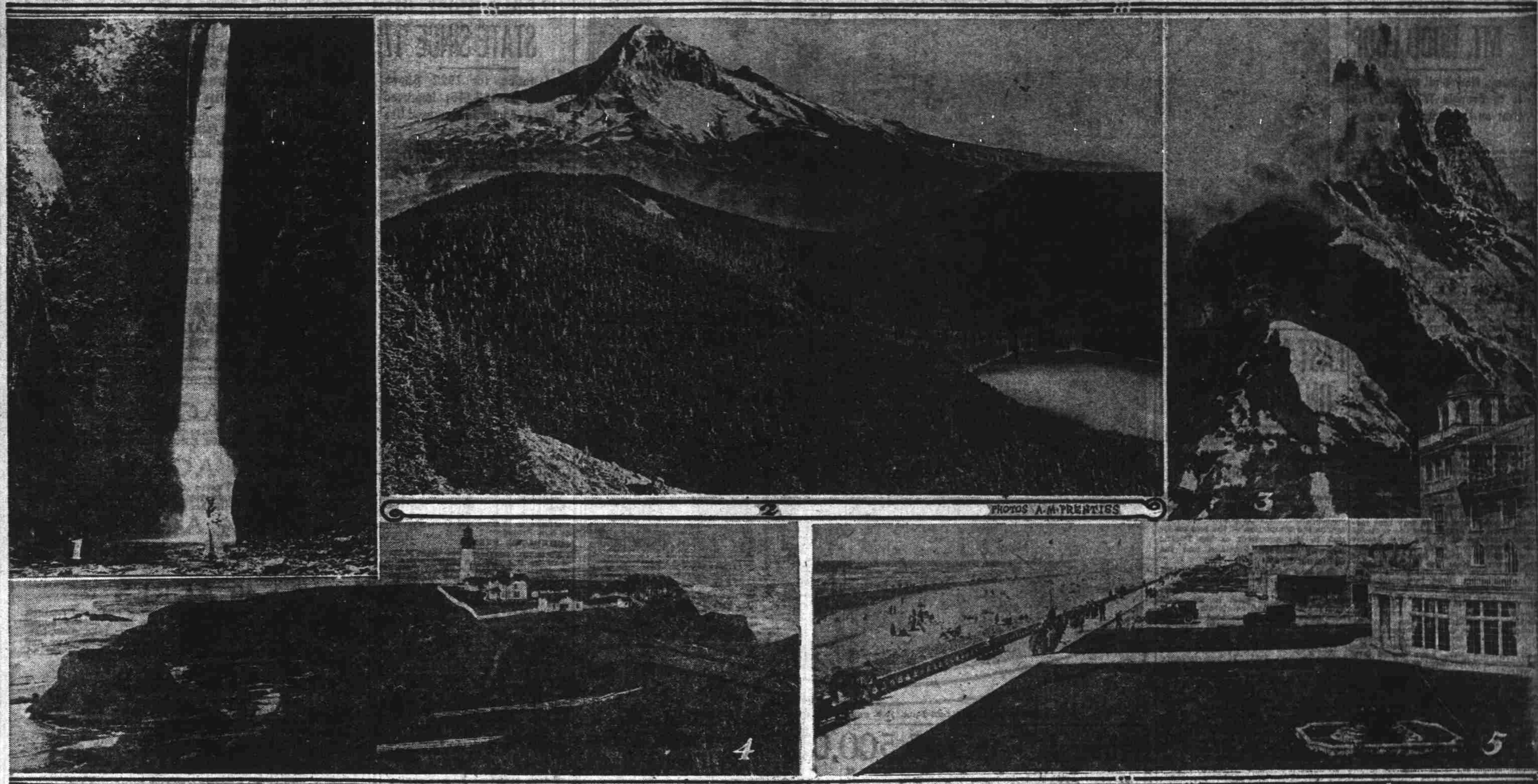


MOUNTAIN, BEACH AND WATERFALL VIE FOR FAVOR IN THE GREAT OUTDOORS OF OREGON

TYPICAL Oregon scenery. 1—Oneonta falls, Columbia River highway. 2—Majestic Mt. Hood with Bull Run lake, source of Portland's water supply, in the right foreground. 3—Crater rock, Mt. Hood, which ever emits steam. 4—Making the Pacific safe for the mariner, Yaquina Head light-house near Newport. 5—The sand beach at Seaside, an all-year-round playground.



PHOTOS A. M. TRETTIS

Pleased Tourist Is Good Salesman for All Oregon

Treated From a Material Standpoint, Oregon's 1922 Tourist Crop Was Worth \$10,000,000 and Its Purchasers Got Value Received.

By Sydney B. Vincent
Manager Oregon Tourist and Information Bureau

What would happen in Oregon if one-half of the winter wheat crop of Oregon suddenly should be wiped out? Calamity would reign supreme throughout the wheat belt, and every section of the state would suffer. The greatest merchant would feel the pinch and its reflex would be felt by the smallest vendor in the state.

Suppose all of the spring wheat, all of the oats and barley crops, and the rye, should suddenly suffer a similar fate. Oregon surely would be in the last stages of despair.

Suppose one-half of the wonderful fruit crop of the state, a crop which brings, in ordinary years, more than \$20,000,000, should suffer from blight, where would the fruitgrower be, and where would business generally get off. All to the bad. It would be a calamity, from which it would take years to recover.

Should any of these calamitous happenings occur in this grand state of

Oregon, the joy of living, in spite of our ideal climatic and other conditions, would for the time being largely be minimized.

But Oregon has one crop which equals in volume of money alone the aggregate value of several of Oregon's important products of the soil, crops which are looked forward to by thousands of persons to provide them the wherewithal to live, and upon which hundreds of merchants in every city and hamlet in the state depend for their prosperity, and comparatively little is thought of it except by the few. I refer to the 16-million dollar tourist crop which is ours, and which through intelligent harvesting, backed up by comparatively little money, can be vastly increased in a few years.

It generally is estimated that the 1922 crop of tourists in Oregon was worth to the state \$10,000,000. Truly a vast sum of money. Where did it come from, and where did it go?

It came from the four quarters of the United States, and from some sections in greater volume than from others,

but every state in the union sent tourists into Oregon this year. The greatest single contributor to the roster of state tourists was, of course, California. Every day during the summer hundreds of automobile tourists entered Oregon through California, Idaho and Washington. They went to our hotels or camped in our camp grounds, or spread their tents beside lakes or streams or at the foot of mountains, but they came, and came in vast numbers. That is the important thing.

What became of the estimated ten million dollars of new money which this vast horde of tourists left within the borders of Oregon? It was spent with the hotels, with the theatres, with the sporting goods houses, with the garage man, the grocer, and vegetable seller, with the drugist and department stores, with the gasoline stations and the oil service and battery men, and so on down the line until the entire roster of business of every type and character, every form of industry and labor received directly or indirectly its share of the harvest. Not a man, woman or child in Oregon but was helped along the financial road, and for some the road was very rough at the beginning of the season, but became smoother as the tourist dollars wiped out little bills and obligations here and there all along the line of endeavor.

But the tourist dollars, welcome as they may be and as broadly distributed, are not the only benefits to be derived from such travel. A considerable percentage of tourists visiting the Pacific coast from east of the Rockies actually are looking for a new place to hang their hats; they are seeking some place on the Pacific coast where living will be more ideal, where the summers are not as unbearable and where the winters are comparatively

mild, there to bring their families, there to marry their sons and daughters and to create a new generation of people.

Actual checking by the Oregon Tourist and Information Bureau in 1921 indicated that four tourists out of 10 who visited its offices in the Oregon building were seeking new homes on the Pacific coast. A similar check made at the instance of the bureau in Eastern Oregon indicated that three and one-half persons out of 10, or 30 per cent, were on a similar mission.

If the tourists did not spend a dollar in the state, the crop would be worth harvesting, for it is from tourists that Oregon in the years to come will garner its greatest number of new permanent inhabitants. The tourists become settlers, and settlers rear families—Oregon increases in population, and with the increase in population will come that large development which will make Oregon the peer of any of the Pacific coast states. With increased population will come a larger distribution of taxes to provide for additional road development and the improvement of our schools and the development of our towns and cities.

We seek population. One way to get it, to add to the impetus of the campaign advertising Oregon, to be conducted by the Portland Chamber of Commerce, is to cater to the tourist, to see that he has ample facilities for seeing the state, for obtaining full information regarding the resources of the commonwealth and learning at first hand the advantages this state holds for new settlers, the hopes to be realized and the promises to be fulfilled.

The above, among other things, was why the last legislature created the Oregon Tourist and Information Bureau. The bureau is giving just such service as was delegated to it; it is performing its functions in a most

efficient manner, as is testified to by hundreds of letters from pleased tourists and prospective settlers, now in its files, and by the word being spread abroad among travelers that the bureau is rendering efficient service to the tourist. The fact that this year the bureau has already given personal service to approximately 15,500 persons calling at the Portland office, emphasizes the fact that Oregon has taken one step in advance of any other state in the union in furnishing service to tourists. A pleased tourist is a good salesman for Oregon.

Not only was the Portland office an extremely busy place during the summer just closed, but five branch bureaus also gave similar complete and efficient service to some 10,000 tourists. The branch offices were located at Medford, Klamath Falls, Bend, Pendleton and Ontario. Like the Portland office, each branch bureau was equipped with road maps and with literature covering the state in general, and each was managed by a per-

son competent to furnish such information as the tourist might desire. The remarkable increase in population in California, the wonderful agricultural and industrial development of that state during the past 15 or 20 years, may largely be credited to the fact that California, more than any other state in the union, has sought tourist travel and has profited by it beyond the most optimistic dreams of those in back of her advertising campaign.

Oregon, with more and better scenery to offer than has California, with a better all year round climate, with greater natural resources awaiting development, can do for herself just what California has done through advertising and the skilful handling of the tourist traffic, and the work can be accomplished with equal dispatch, if the state is as well advertised.

The Oregon Tourist and Information Bureau is one of the chief mediums for bringing about this most-to-be-desired end.

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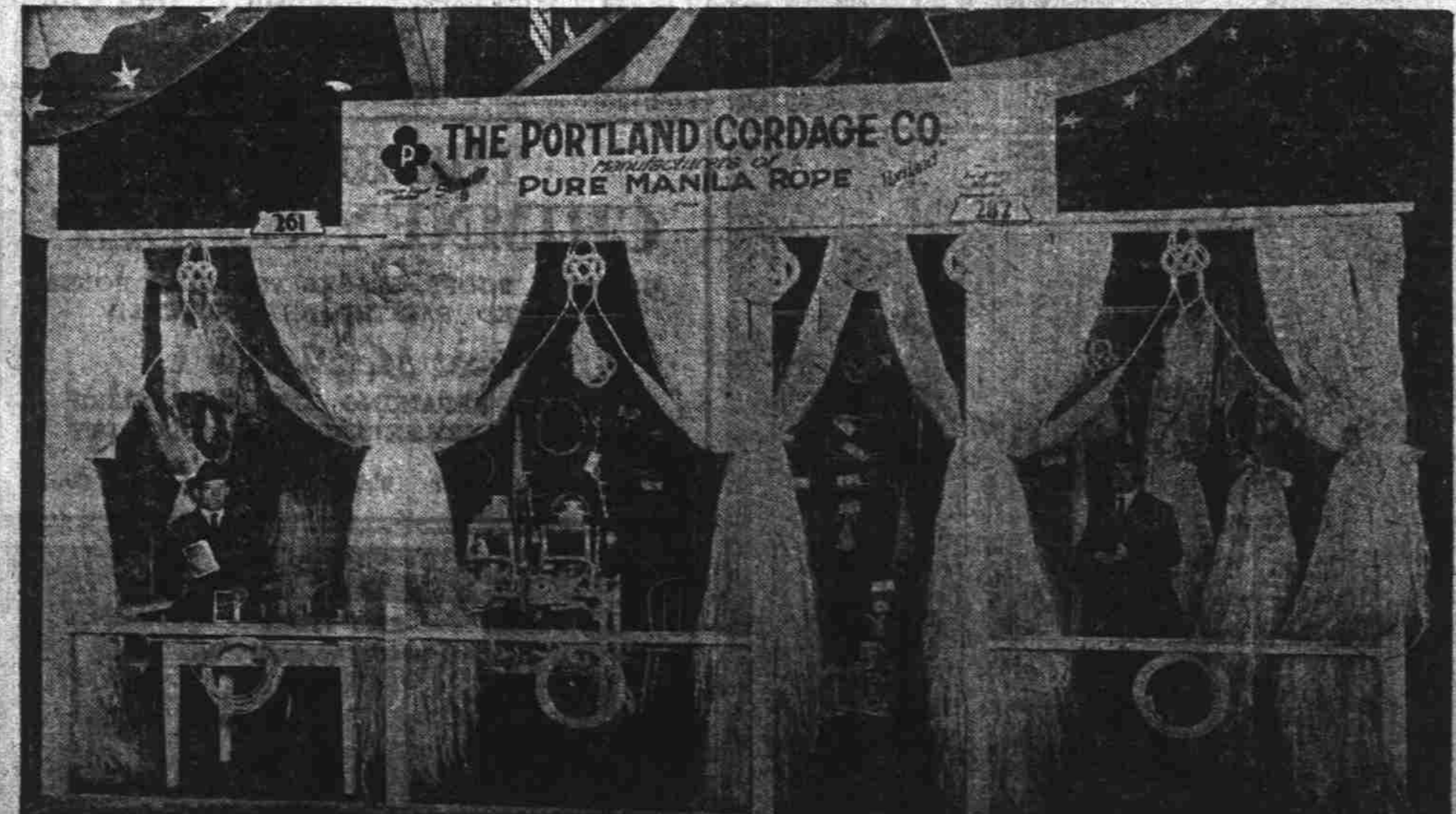


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