

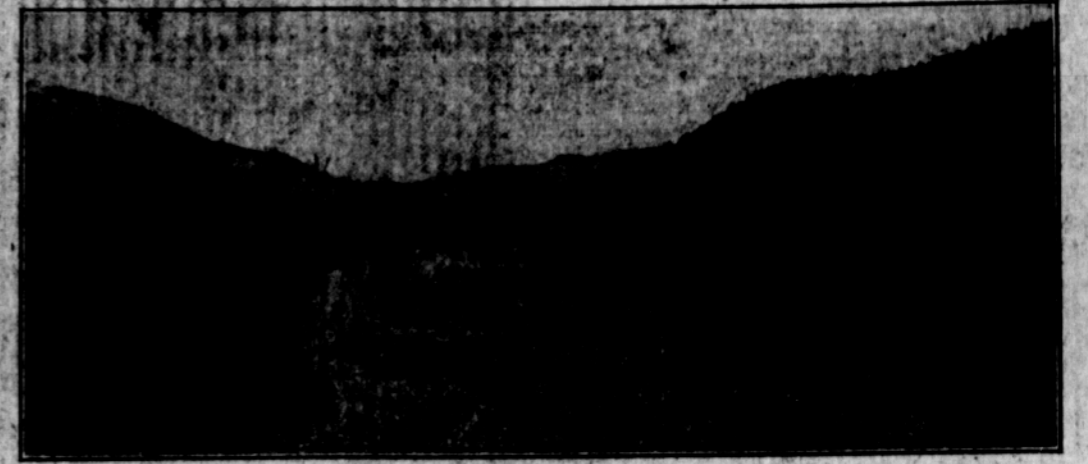
Ashland, The Starting Point for Southern Oregon Playgrounds



Here is one of the fighting rainbow trout which abound in the myriad of mountain streams adjacent to Ashland and throughout Southern Oregon.



A view of the Rogue river along the highway to Crater Lake National Park.



Here is another view of the Rogue river, noted as the greatest steelhead trout stream in the world.

Nestled in the rolling foothills of the Siskiyou, with climate and environment second to none among the cities of the Pacific northwest, Ashland—Oregon's southern gateway—bids welcome to the auto tourist, the sportsman, the seeker for health and the prospective home owner.

In this, the first of a weekly summer series of special articles on Ashland and her surrounding industrial, scenic and health attractions, the vacation possibilities will be brought to the fore.

By geographical location, by adaptability and by its ability to care for the needs and comfort of the vacationist efficiently and with a genuine air of hospitality, Ashland is not only the southern gateway to Oregon but it likewise is the playground center of all of Southern Oregon.

Ashland itself is a summer playground offering rest and recreation to the auto tourist or to the vacationist who wishes a week or a month of genuine rest in ideal surroundings.

Lithia Park, so named from the bubbling lithia water which Mother Nature has so kindly provided, has long been known as one of the most delightful and beautiful city parks of any town of any size on the Pacific coast. It is a natural park, winding its cool and inviting way up the canyon of Ashland Creek, almost in the center of the city. Its cool lawns, its inviting pools and lakes, its innumerable flower beds, its tennis courts, its lithia water and other mineral

waters, its simple grandeur as nature fashioned it, make it truly a rendezvous for those who are seeking rest and comfort during the lazy days of summer.

Nor is the auto camp in Lithia Park by any means a minor attraction of this cherished municipal playground. Clean, cool cabins, giant shade trees, winding pathways, water and gas and other conveniences make it a stopping place for tourists where real rest and enjoyment can come to the tired traveler unbidden.

Then, too, Ashland is fortunately blessed with hotels which can and do provide for the comfort of those who travel as well as those who desire to linger for a day or a week in making Ashland the Mecca for their vacation jaunts. The Lithia Springs hotel is the newest and the largest. It was built as a community project but it is growing and prospering by reason of its genuine service to the traveling public.

One of the landmarks of Ashland is the Ashland hotel, which for many years has served the public well. Under new management, even greater efforts are being made to care for the tourists and the vacationists.

At the present time the trout streams of this section are beckoning to the anglers, and according to the unbiased and authentic reports of the two deputy game wardens for Jackson county, the trout streams adjacent to Ashland are better this year than in the past several seasons.

The Rogue river, of course, is nationally known for its fighting steelhead trout. Zane Grey, popular fiction writer, is making the turbulent Rogue famous in song and story, as the greatest steelhead stream in the United States.

At the present time the Chinook are running in the Rogue, and fly casting for the royal fish is one of the greatest sports known to anglers.

But there are innumerable streams close to Ashland which are teeming with trout of many varieties. Bear Creek, just on the outskirts of the city, is alive with trout and will continue to be so for a few weeks to come.

Coming back to Ashland again, there are other attractions which offer real recreation for the summer vacationist. Jackson Hot Springs, with its large outdoor swimming pool filled with health-giving mineral water, is not only a playground but a health resort of proven worth as well. Then, there is the cool and spacious dance hall where Carl Loveland with his Navigators will sponsor dances throughout the summer months.

Under the new management of Jack Milton, Jackson Hot Springs promises to become one of the best known highway resorts of the Pacific coast. For, by combining the health features with the recreational advantages, he is building a park which will hold a strong appeal to all.

Competent and experienced natatorium people are M. A. Mann and wife and son of Klamath Falls, who

came to Ashland early this year and purchased the Ashland Natatorium, just a stone's throw from Main street.

Early this year they visioned the possibilities of Ashland as a summer resort town and came here to locate permanently. The huge natatorium has been remodelled and fitted up with every convenience for those who desire a cooling plunge or the medicinal mineral baths.

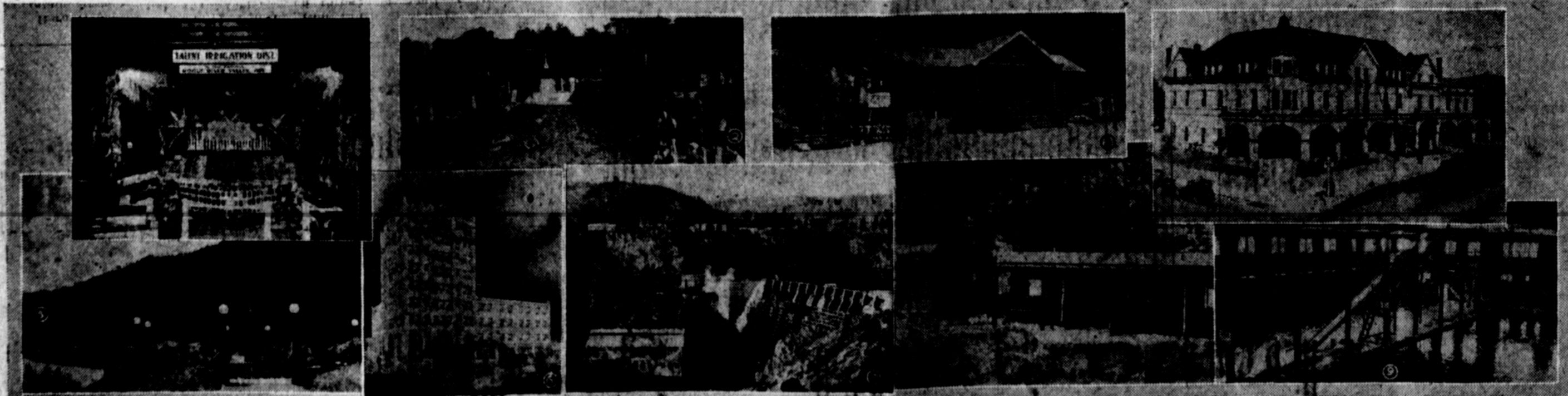
Two big plunges are provided in the natatorium; one of warm mineral water and the other with cool water. There is also a large hall at this popular resort where roller skating and dancing can be enjoyed.

The trout streams of Southern Oregon are noted far and wide and with Ashland extending the hand of welcome to the vacationist as well as the home-seeker, it would be impossible to select a more delightful headquarters for the welcome days of vacation time.

Ashland bids welcome to the angler, the vacationist or the family which is seeking a desirable place in which to live. The sincere and friendly hand of hospitality is extended. It invites you to Southern Oregon for rest or for outdoor recreation.

Let Ashland be your stopping place; the rendezvous for yourself and friends. Enjoy the many outdoor advantages which are yours for the asking, and Ashland is willing, aye eager, to rest her case with you as judge and jury.

THIS CAMPAIGN SPONSORED BY: TALENT IRRIGATION DISTRICT; CITY OF ASHLAND; JACKSON HOT SPRINGS; CALIFORNIA OREGON POWER COMPANY; ASHLAND LITHIA PARK BOARD; LITHIA SPRINGS HOTEL; ASHLAND NATATORIUM; ASHLAND HOTEL.



VISIT
Ashland
The
Paradise
for the
Vacationist

KEY TO PICTURES

No. 1—This diversified exhibit shows what can be grown in the famous Talent Irrigation District near Ashland, and which embraces considerable acreage within the city limits of Ashland.

No. 2—Here is a summer scene in the outdoor mineral plunge at Jackson Hot Springs, two miles north of Ashland on the Pacific highway. This photograph was taken in April.

No. 3—This is the rustic community house at Lithia Park, where all conveniences are provided for the auto tourist and picnicer.

No. 4—Here is the Hotel Ashland, one of the landmarks of the city, with its broad full-length veranda and palms shading the lounging chairs during the summer months.

No. 5—This is a scene in Lithia Park, conceded to be one of the most delightful city parks in the Pacific northwest.

No. 6—Here is a view of the new Lithia Springs Hotel, which is fast winning its way into the hearts of the traveling public.

No. 7—An idea of the industrial development of Southern Oregon is gained from a view of this massive hydro-electric plant. It is Copco plant No. 1, of the California Oregon Power company, one of the most potent factors in the development of Southern Oregon and Northern California.

No. 8—This is one of the new type of double auto cabins built in Lithia Park.

No. 9—Last but by no means the least, is this view of the Ashland Natatorium, with its two large enclosed plunges of both hot and cold mineral water. For swimming purposes or for health's sake, it is a favorite with auto tourists.