

There Are Many Reasons Why Tourists and Others Should Come to Ashland

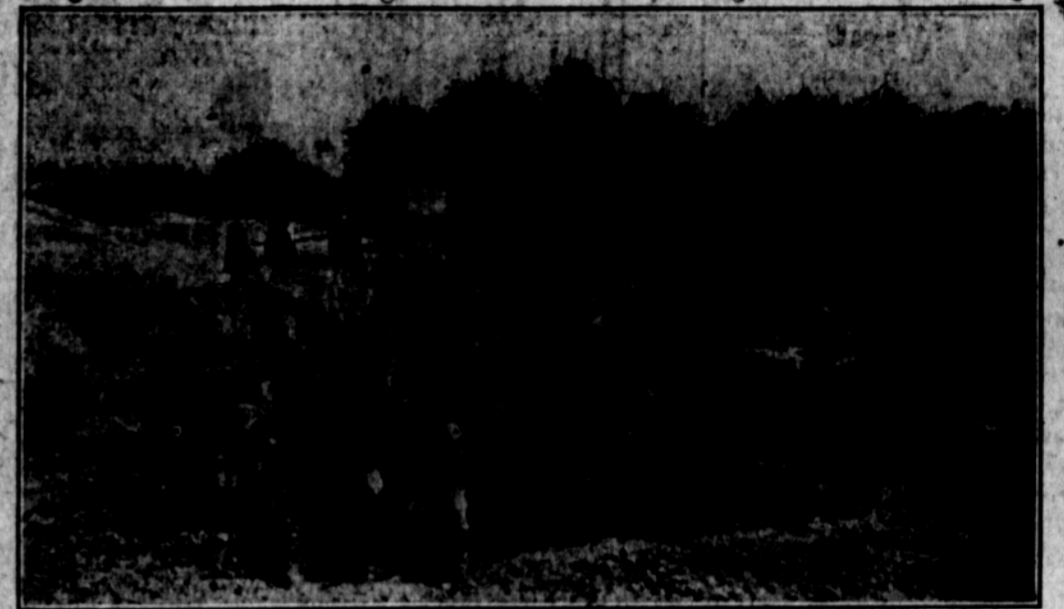


Jackson county pears and other fruits command the top prices the country over. The above depicts an orchard scene during harvest time.

Much of the tourist travel which comes through Ashland during the summer months is either coming from Crater Lake or going to Crater Lake, the west's greatest scenic attraction. Crater Lake Lodge will not be open until July 1, although indications are that the highway will be open to the rim of the lake early next month.



Here is a scene of Wizard Island in Crater Lake, in the country's noted park. Auto tourists can reach Crater Lake National park by two routes from Ashland.



Contented cows make healthy people. That is why Ashland and Jackson county have such a remarkably low death rate.

A natural park in the heart of the city and an auto camp second to none.

The Talent Irrigation district with 13,100 acres of irrigable lands under canals, of which 600 acres are within the city limits of Ashland.

The Lithia Springs hotel, built by community spirit, and the Hotel Ashland, both ready to serve the tourist and the traveler.

Jackson Hot Springs, three miles north of the city, famed for its medicinal mineral baths, as well as a health and pleasure resort.

The Ashland Natatorium, the largest inclosed swimming pool in Southern Oregon, with hot and cold plunges and mineral baths. Open the year 'round.

The new Southern Oregon normal school fronting the Pacific highway on the southern edge of the city.

Ashland is noted as a city of schools and homes. Its moral tone is higher than that of any other city in Oregon. It is a delightful place to rear a home for yourself and children.

Adjacent to Ashland is the famed Crater Lake national park, one of the greatest scenic spots in all America. Close by are Lake of the Woods, Diamond Lake and innumerable mountain streams where trout abound.

Ashland is the southern gateway to Oregon, just 22 miles north of the California line.

Ashland is now completing a nine-hole golf course close to the Pacific highway among the rolling hills south of the city.

Ashland is in the upper Rogue river valley. It is along the turbulent Rogue that the California Oregon Power company generates much of its hydro - electric power which is doing so much for the development of all Southern Oregon.

Ashland has the city manager form of government, under which rapid strides are being made in civic progress and development.

Ashland is out of the fog belt and gets but a minimum of fog in fall and spring.

Because of its equable climate, Ashland is fast forging ahead as a poultry center. There is still plenty of room and plenty of opportunity for the poultry raiser.

Besides its Chamber of Commerce, Ashland has the Lithians— noted hospitality organization, which is always ready to assist the tourist or the newcomer.

Ashland is a division point over the Southern Pacific's Shasta Route.

Malaria germs cannot thrive in Ashland. This is a proven fact over a period of years. It is also noted far and wide for the relief it affords sufferers from asthma and hay fever.

Fruit growing, dairying and general farming are prosperous industries on the fertile acres adjacent to Ashland.

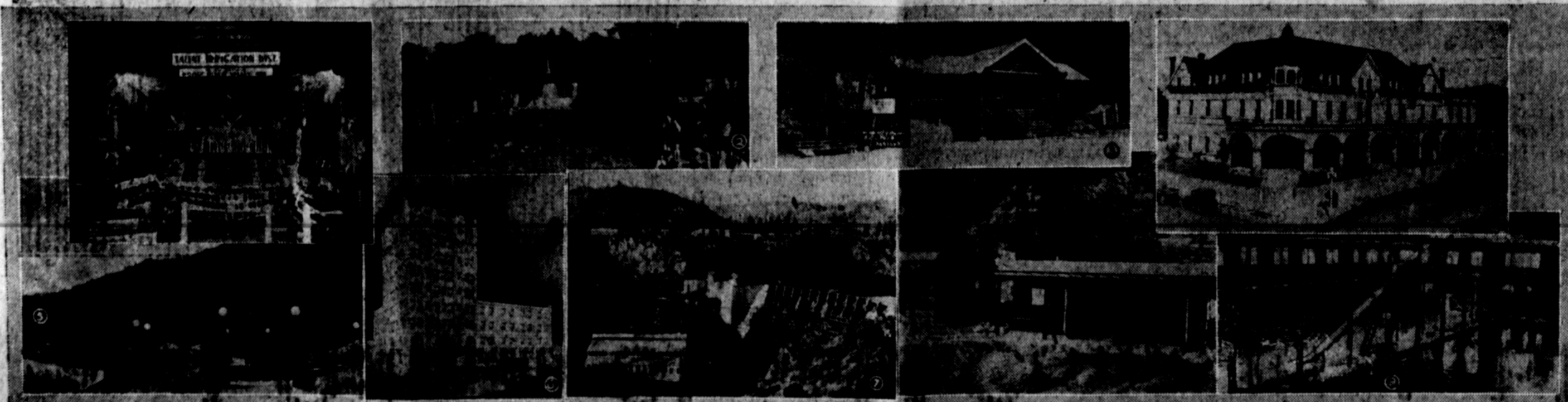
Ashland is noted for its effervescent and health-giving Lithia water which bubbles up constantly through rocks of granite.

Ashland has its municipal owned electric light and water plants. Nowhere in Oregon is the electric light rate lower than in Ashland, while its cold spring water compares with the famed, Bull Run water of Portland.

Ashland is not entering upon a business or building boom, It is enjoying a normal, gradual growth. Property values are reasonable and tempting to the person who is seeking a permanent home in surroundings which cannot be excelled.

Come to Ashland for a visit and see for yourself the opportunities which await you. You will enjoy your visit and we will enjoy your presence among us.

THIS CAMPAIGN SPONSORED BY: TALENT IRRIGATION DISTRICT; CITY OF ASHLAND; JACKSON HOT SPRINGS; THE 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 photograph exhibits pears which have grown in the Jackson-Talent Irrigation District near Ashland, and which command a considerable average 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 picnicker.
 - No. 4—Here is the noted 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 Copeo 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 this spring 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.