

TYPICAL VIEW OF ORCHARD AND RANCH NEAR ASHLAND

# Southern Oregon "THE LAND of OPPORTUNITY"

## Living is Wonderful Here!

It has been said that in no other section of the world can be found a more inviting combination of healthful climate, beautiful scenery, fertile soil, excellent schools and happy homes than in Southern Oregon. Those who have come from other parts of the country less favored in these respects say Southern Oregon has everything that forms the foundation of progress and the development of wholesome living.

As one writer said: "No one should be content to live where the scenery is not inspiring, where the environment is not pleasing, and where the opportunity to mix joy with labor is absent."

Add to these advantages the opportunities to be found on Southern Oregon farms, and you have a lure which is appealing to many new settlers every year.

## Southern Oregon Offers:

**FRUITGROWING** — Pears, Apples, Apricots, Cherries, Peaches, that command the highest prices in the world's markets.

**MARKET GARDENING** — A long season, with a much larger demand for garden products than the growers now produce. The vegetables which especially thrive in this region are tomatoes, potatoes, lettuce, sweet corn, with an excellent yield of practically all garden produce. Berries for table use and for the canneries have also been found very profitable.

**AGRICULTURE** — Portland prices, plus freight charges are offered for Jackson county farm produce. Alfalfa thrives abundantly here, wheat averages more per acre than elsewhere in Oregon. The tendency is toward smaller farms, where cows, hogs and chickens help bring greater prosperity.

**STOCK-RAISING AND DAIRYING** — Mild winters and light snowfalls make stockraising and dairying especially attractive and profitable in this region.

**POULTRY RAISING** — There are wonderful opportunities here for the men who know the poultry business, with the advantages of superior climate.



WHERE THEY PICK PEARS BY THE CARLOAD.

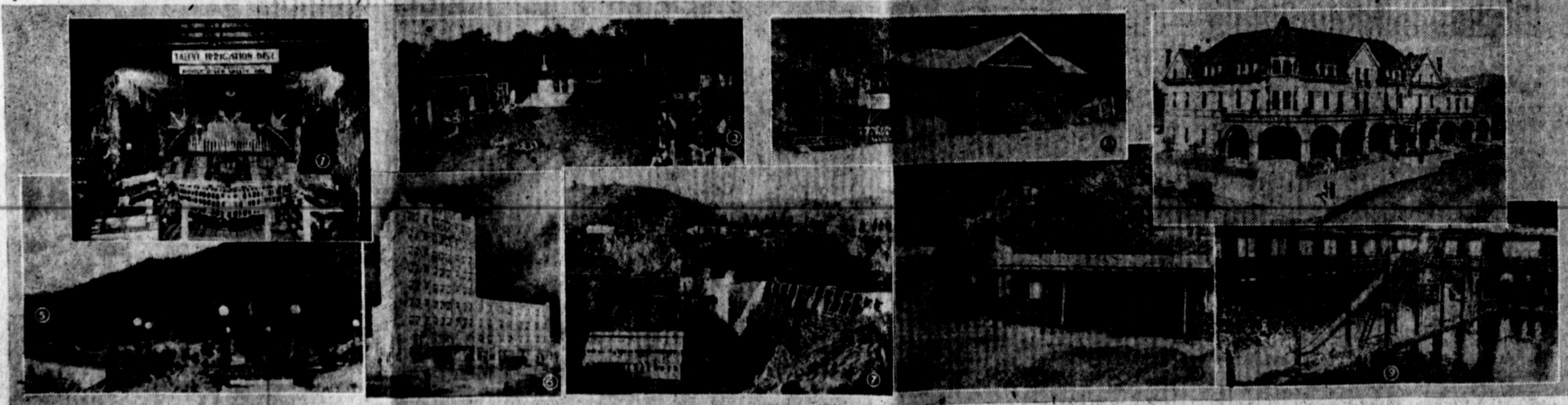
## While in Ashland

you can procure assistance and information at the local chamber of commerce, where Mr. Foster of the Portland Land Settlement Bureau is located, or a short drive will take you to the office of The Talent Irrigation District, in Talent, headquarters of a vast irrigated acreage in this district.



CATTLE THRIVE IN OUR LAND OF SHORT WINTERS.

**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.



### 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 Pow-

er Company, one of the most potent factors in the development of Southern Oregon and Northern California.

No. 8—This is one of the new types 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.

VISIT  
Ashland  
The  
Paradise  
for the  
Vacationist