

Copco Number One. This is one of the California Oregon Power company's system of hydro-electric plants which furnish light and power to the Rogue River Valley.



Display of products grown in The Talent Irrigation district, one of the most fertile parts of the Rogue River Valley, where opportunities for settlers offer many inducements.



Type of modern tourists' cabins at Lithia Park campgrounds. This and the campgrounds at Jackson Hot Springs, just north of this city, offer the best accommodations for the tourists who want to camp out.

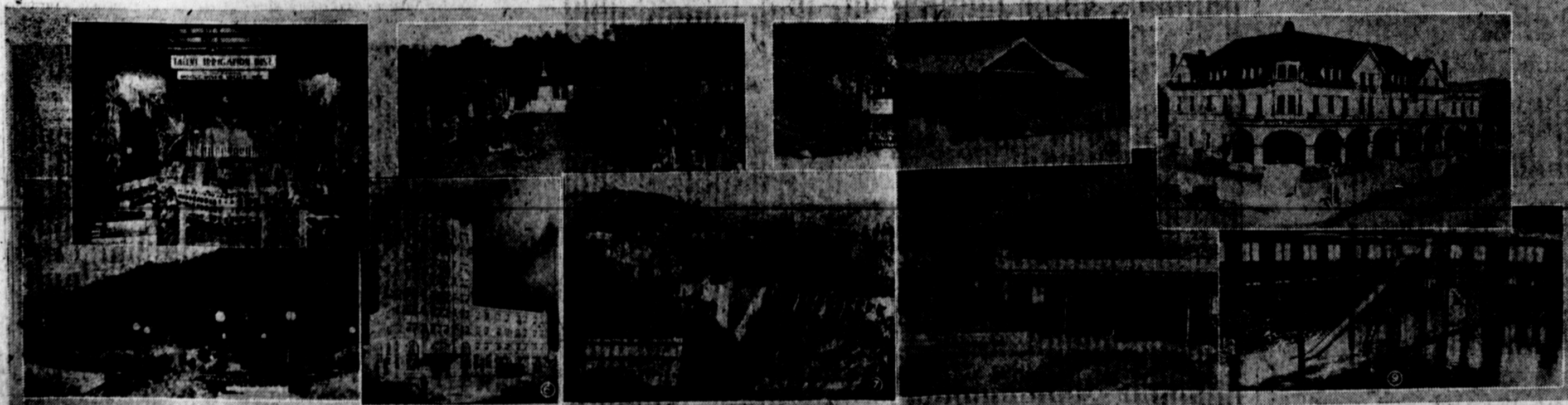
# OUR APPEAL TO YOU TOURISTS!

This newspaper space is made possible through the cooperation of those whose names are mentioned below. There is a definite purpose back of this method of reaching the tourist. The photographs tell but a portion of the story. It is necessary for us to express in written words the idea that "this is the country you came to find." You may have come from the South, or the North, as well as the East. You may be quite well satisfied with your present home as a place of permanent abode, but the very fact that you are touring and are reading these lines indicates that for the time being, at least, you are in search of something. It may be a place to picnic or a place to purchase; it may be a place to hunt and fish or a place to farm; it may be a place to relax and rest or a place where commercial opportunities will give you a chance to get back into the business world. Whatever you seek may be close at hand. This newspaper space is to urge you to stop, to look and to learn.

There is one nice thing about this matter of community development work, the more you share with your fellow men the more you have for yourself. Almost every community through which you pass is making some kind of an appeal for you to stop and investigate. They are all sincere, but they may not all have their appeal for you.

We hope that this great valley will somewhere, in some way, strike your fancy. Take a little time to investigate, ask someone connected with any of the undersigned organizations or call at the Chamber of Commerce. You will not be bothered, you may be helped. We would like to share our pleasures and our prosperity with you.

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 picnicker.

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 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  
Vacationer