

"The Land of Crater Lake"

SCENES IN OREGON AND IN JACKSON COUNTY, A FEW MILES FROM ASHLAND.



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(In Oregon Business)
Oregon's position as a summer playground for the nation is well established. And this is logical. The American, by nature a restless individual, finds in the automobile a ready outlet for his instinctive craving to wander, to pioneer in at least a casual way. The frontier is gone, but good roads now radiate westward out of the large centers of population and the Coast becomes the Mecca for the hundreds of thousands able to devote time to the journey. Oregon benefits doubly, partly by being midway between California and the Northwest, but more so because Oregon offers recreational facilities that are unique and accessible. A very large portion of Oregon offers exceptional recreational advantages, but nature was particularly lavish in southern Oregon, which contains the state's wonder spectacle which the federal government has forever set aside as one of the incomparables of the world.

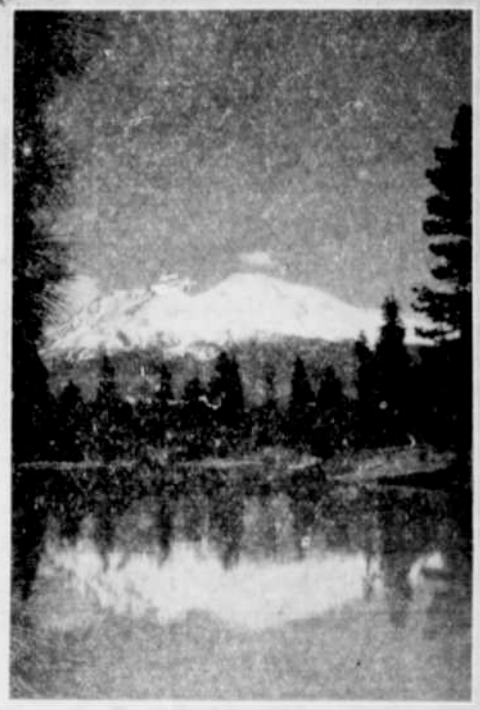
Crater Lake National Park, nationally exploited and internationally known, naturally becomes the lode star to southern Oregon. It draws from every state in the union, from Asia, from Europe. Certainly it requires no introduction to Oregonians, although there are many thousand natives of the state who have never seen the great crater fall, 25 miles in circumference and rising precipitously one to two thousand feet high above the body of water so unbelievably blue that the chemists of three universities (one in Germany, are now engaged in researches to determine the source of such coloring. The lake itself is the deepest fresh water known, having been sounded at 1,996 feet. The colorings, too, of the rugged lava cliffs and beyond description; and geologically the caldron extends even to the uninformed an epic disaster that is at once simple and infinitely appalling. It will not detract from the visitor's thrill as he views the vast crater to know that one of the most eminent vulcanologists has recently predicted that old Mazama is not dead, that fresh activity may someday be expected, though probably not in cataclysmic form.

The crater and the lake are the center of a magnificent cascaded reserve embracing 249 square miles of mountains, pinnacles, canyons, streams, water falls, high land, wild flowers and splendid forests. The park being a game refuge, wild life is abundant; especially the bears, which become gentle and friendly. They are, however, to be approached carefully, as danger always attends the attempt to touch a wild animal.

The federal government has through the years appropriated ample means to make the park comfortable and safe. A good road system has been built, trails lead down to the water's edge and to various other interesting spots in the park; a large hotel offers fine accommodations on the very rim of the crater; there are stores

etc. No frills, but all of the essentials and comforts. Similarly, because a majority prefer to camp, ten camp grounds have been established in various parts of the park, the largest being on the rim of the crater overlooking the lake.

Southern Oregon would draw a tremendous tourist travel even if it had no other attractions than this national park, but fortunately the park is but the center of a great outdoor area that has few rivals. All of a service station; a complete photographic service; launches, row-boats



the Siskiyou comprises a splendid southern Oregon, from Roseburg to scenic unit, a vast area of forested mountains, rushing trout streams, lovely fertile valleys placed unexpectedly among the hills and lakes

that are a joy to camp beside. The region is at once spectacular and pastoral; a territory still virgin in its larger aspects and yet with all of the comforts and the safeties of civilization accessible just around the corner. The state highway commission has constructed a fine road system, a system that does not criss-cross the region but adequately opens up the entire area. The state effort has been tugged by a series of federal forest and county roads, so that one can leave a city, and in thirty minutes be deep in the wilderness. Or, out of Ashland, for example, you can be in Crater Lake National Park at Diamond lake in from three to four hours, depending upon your car and your load.



And such a wilderness! There is Diamond lake with its wonderful trout fishing, its safe bathing, its fine camping and cabin colony; a lovely spot with ponderous Mt. Bailey and needle-spined Mt. Thielsen just over one's shoulders. There is Lake of the Woods midway between Ashland and Klamath Falls. There is the Oregon caves south out of Grants Pass, readily accessible, with its wonderful underground marbled palaces, its hospitable chalet. There is the full length of the Rogue river from above Prospect down to the sea, abounding with the steel head of which Zane Grey and Ben Hur Lampman love to write; it is a rushing, roguish river whose low wooded shores seem predestined for campers. The Umpqua offers fine sport, as does the Klamath, and there are a myriad of tributary streams that abound with the small trout, cutthroat, steel head, and the lordly Chinook salmon. The entire region is a paradise for sportsmen. A book

might be written about the Klamath country alone, with its great lake, its trout, its pelicans, and its game; there is no leisurely five-hour rive anywhere that I personally enjoy more than that from Crater Lake lodge along the beautiful Klamath shores, through a country that still carries the tang of the old West, and across the reën Spring mountain to Ashland. This drive is a part of the famous trip through the park, the Medford-Klamath loop.

Southern Oregon! Picturesque, splendid and unique. And, please bear in mind, made comfortable and safe for visitors. Some of the best camp grounds on the coast have been developed in this area, offering modern facilities to meet every class of tent or cabin tourist. Hotels, too, have kept pace with demand, some fine new structures having recently been constructed. In every way southern Oregon is now well organized to handle its great stream of summer visitors. And even better, the visitor finds a cordial welcome; he finds that everyone whom he encounters has time to render service or to give intelligent and kindly advice. For friendliness is the spirit of the land of Crater Lake.

TALKS ON WEST WATER POWER

New President of Federation Labor Tells of West's Advantage.

Samuel Gompers, for many years chief of the American Federation of Labor, has been succeeded by a man who is a student of industrial affairs and who notes the possibility of changing location of many industries because of long-distance power transmission. William Green, now head of the federation, has made the following statement which indicates how closely labor is watching the development of power:

"Power is one of the few commodities now sold at less than prewar rates. This reduced rate follows inventions and economies in power production and transmission, central generating stations with inter-connections using hydro-electric and steam-generated power to supplement each other in carrying the regular as well as the peak loads.

"With the tremendous water power of our western country, we may confidently expect the center of population to shift to the west. Irrigation will make it possible for the West to feed a larger population. Already industries are developing which will make the West self-sustaining. Air and motor transportation, telephone and radio communication will reduce the barriers between East and West. Industries are moving to the smaller towns and farm work is becoming mechanized. These changes are of fundamental importance to the labor movement."

THE TAX STRANGULATION

House Bill Proposes Additional Tax On Hydro-Electrics.

Power companies now spending millions of outside capital in developing Oregon and contributing nearly ten per cent of their revenues to the state and its political subdivisions in the form of taxes are selected as fair game under House bill No. 297, now pending in the Senate. Can you develop

hydro-electric power in Washington and in California but selling in Oregon would not be disturbed, but those who have manifested their faith in our own state to the extent of convincing investors of the need for development of Oregon are facing a tremendous burden under legislation now proposed.

There is a prevailing sentiment, more or less general in its nature that the installation of a dam and a power house constitute an avenue through which power manufactured by the use of water can be cheaply produced without proper appreciation of the tremendous cost involved in such a project and the further fact that hydro-electric plants are now taxed on a basis in excess of most other property and that operating concerns are required to pay a horse-power charge for the privilege of development. Water which goes through turbines after having been impounded flows on and on and may be used

what appears to them a likely victim for further tax extraction. One Oregon electric company pays in taxes fourteen per cent of its entire gross revenue. Another concern pays seventeen per cent of the total tax of a single county. The average is nine and four-tenths per cent. How far does Oregon propose to go in the tax strangulation of legitimate industry.

YOUR IMPORTANCE

Before you were awakened by the alarm clock this morning, scores of people were busy preparing some article to captivate your fancy—to provide for your daily wants or give you a new luxury that will make life more enjoyable.

Long after you go to sleep tonight alert minds will go ahead planning what to say to interest you in the days to come—to convince you of the excellency of their product and your need of it.

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Practically every advertisement you find in this paper is aimed straight at you. As clearly and responsibly as though he spoke to you face to face, the advertiser offers you comfort, convenience, entertainment, service or economy. Or perhaps all these precious things in one article.

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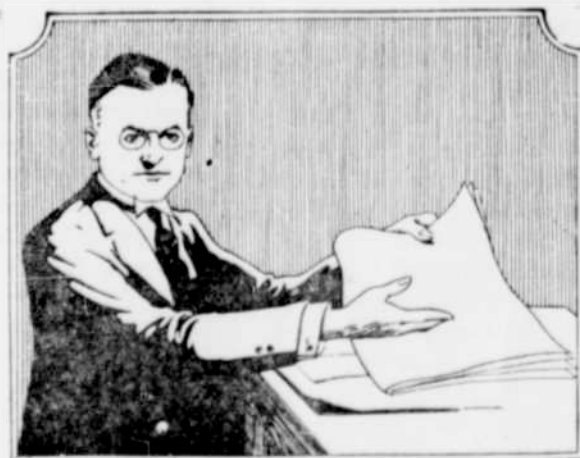
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again, in contrast to waters which is drawn off for irrigation and kindred uses. Water has no value except as it is developed by capital looking for fair return as an ultimate goal. Water has little or no advantage in competition with steam plants operated with oil or coal fuel, yet the legislative measure does not touch power manufactured by steam so close to the consumer that costly transmission lines are unnecessary.

Here in Oregon we hear a great deal about inviting capital to come to our state. There is, of course, a general realization that without such capital Oregon will remain a greatly undeveloped commonwealth. Yet, in our search for more revenue, we pass by untaxed sources and aim at industries which are already contributing more than their fair share for the maintenance of our state, county and municipal government.

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