

Scenic OREGON



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CRATER LAKE with its mystic blue water is one of the true wonders of the world.

OREGON to the pioneer with eye turned toward the West was a word of magic; a name that spoke of a new land of opportunity, of hope, of happiness. Those who had seen the fabled country returned with wondrous tales of fertile valleys, vast sweeps of forests, kindly climate, rivers and lakes fed by mountain snows, of woods filled with game, of streams abounding in fish. The confirmation of these stories started the covered wagons rumbling Westward.

The wondrous land that awaited those bold spirits of nearly a hundred years ago is yours today. Fine highways, the best of railroad systems, steamships and airplanes will carry you here in a matter of hours or few days of travel. Modern hotels, attractive automobile camps, resort lodges and other stopping places with all conveniences and comforts are at your command. And each year thousands of visitors comment on the modest costs of vacationing in Oregon.

Oregon's streams still abound in big salmon, fighting trout and other fish. Game birds and animals are plentiful in her fields and woods. You may explore and enjoy many of the vast self same stands of timber through which trod the fur trapper and pioneer. The same cathedral-like silence will enfold you and leave far away the humdrum and toil of workaday life. If you like to fish, boat or swim or just camp alongside a murmuring river, the same choice of crystal streams is yours as was his who came a century ago.

Man's work, paved highways to and trails cut through the forests and over mountain tops, has not defiled but only made easily accessible these magic spots in Oregon.

For those who like golf, horseback riding and kindred sports, Oregon will satisfy and delight the most exacting. Trees, streams, snowcapped peaks and the cool greenness which cloaks the country give perfection in surroundings to this vacation land.

Nature worked on a great and lavish scale in creating Oregon. Crater Lake, one of the true wonders of the world, pictured on the page opposite, is a great body of water, 2,000 feet deep and six miles across set in the crater of a once gigantic volcano 8,000 feet high in the mountains of Southern Oregon. It has been set aside in Crater Lake National Park for the enjoyment of the nation. Its water is of an indescribable blue, mirroring the trees and mountains around the lake's great rim.

The entire Cascade mountain range from one end of Oregon to the other is dotted with other lakes set like jewels in the timbered mountains.

The Oregon Caves, but a short distance from Crater

Lake, form another magic work of nature and likewise have been set aside by the federal government in its national park system.

No coast line anywhere exceeds the beauty and charm of that of the Pacific, the western boundary of Oregon. The Oregon Coast Highway, in many places cut out of the mountain side hundreds of feet straight above the surf, runs the length of the state and offers a day or week of traveling never to be forgotten.

The Willamette valley, one of the richest agricultural areas in the world, from spring to fall is a vast patch work of green fields, orchards abloom or bending with fruits, pasture lands, and clumps of timber. Across it from the mountains on both sides flow a lace work of many streams, winding their blue and silvery ways to the Willamette which empties into the Columbia just below Portland.

Skirting the Columbia river, the northern boundary of Oregon, runs the Columbia River Highway. Words are inadequate to convey the majesty and beauty that awaits the traveler on his first or hundredth trip.

A drive of an hour and a half over a fine paved highway east of Portland carries one to the edge of the snow fields on Mt. Hood, pictured on the cover of this booklet. Mt. Hood, 11,225 feet high, is in one of the nation's choicest recreational areas forever preserved for the enjoyment of all.

To one who loves wide open spaces and solitude, Central and Southeastern Oregon offer everything. Down in the Steens mountain country roams a great herd of antelope. Uncle Sam recently bought a tremendous acreage in the Malheur Lake district to be used as a wild fowl resting and breeding area. Ducks, geese and other birds are to be seen in this area in countless numbers.

In northeastern Oregon the Willa Wallowa mountains lift up to form "The Switzerland of America." Wallowa lake, pictured in this booklet, is the heart of this playground.

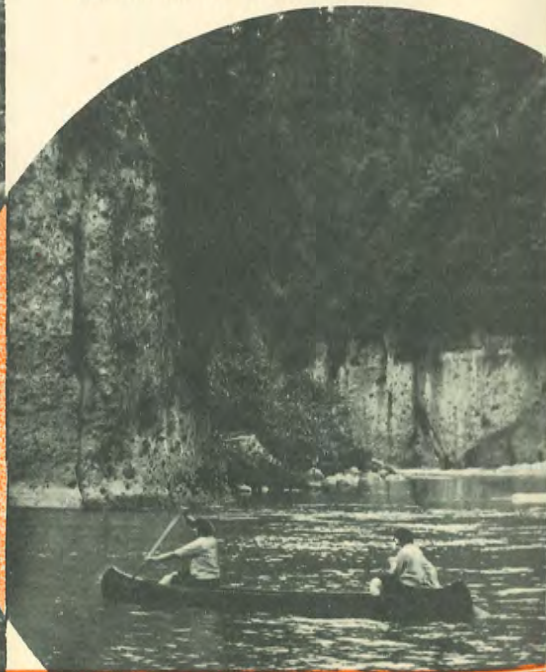
Regardless of which direction you may take, regardless by what gate you enter a wonder work of nature, bent on making Oregon a perfect recreation land, awaits you.



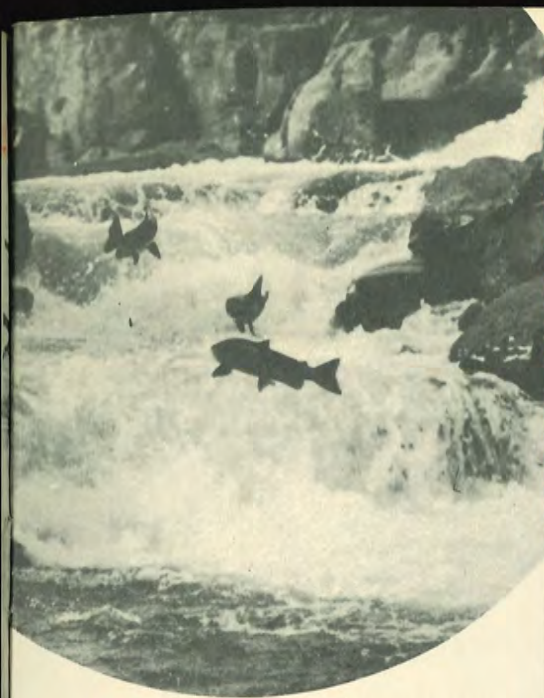


A DEQUATE rainfall through winter and spring, this is Oregon's primary beauty secret. It gives the forest, the flowers, the green shrubbery on every hand, particularly in Western Oregon. It is the rain of the valleys and snows of the high mountains that give such spots as the two water falls pictured on this and the opposite page. Likewise, Oregon's supply of moisture accounts for her boating, fishing, swimming and other sports that belong to the water.

A climate, kindly in winter, balmy and bright in spring, just delightfully warm in summer, a colorful "Indian Summer" fall, makes Oregon virtually an all-year playground. Mid-winter brings in the higher altitudes snow sports for those who enjoy them. It affords some of the finest of big trout and steelhead fishing, and rarely is there a week-end when the weather is sufficiently unfavorable to keep crowds of sportsmen away from coastal and certain inland streams.



A ribbon of enchanting white dropping 620 feet down the sheer walls of the Columbia gorge—Multnomah Falls. There are a dozen other falls close together in this section of the gorge. Right hand circle: Canoeing on the Sandy River, another spot on the Columbia River Highway at Portland's door.

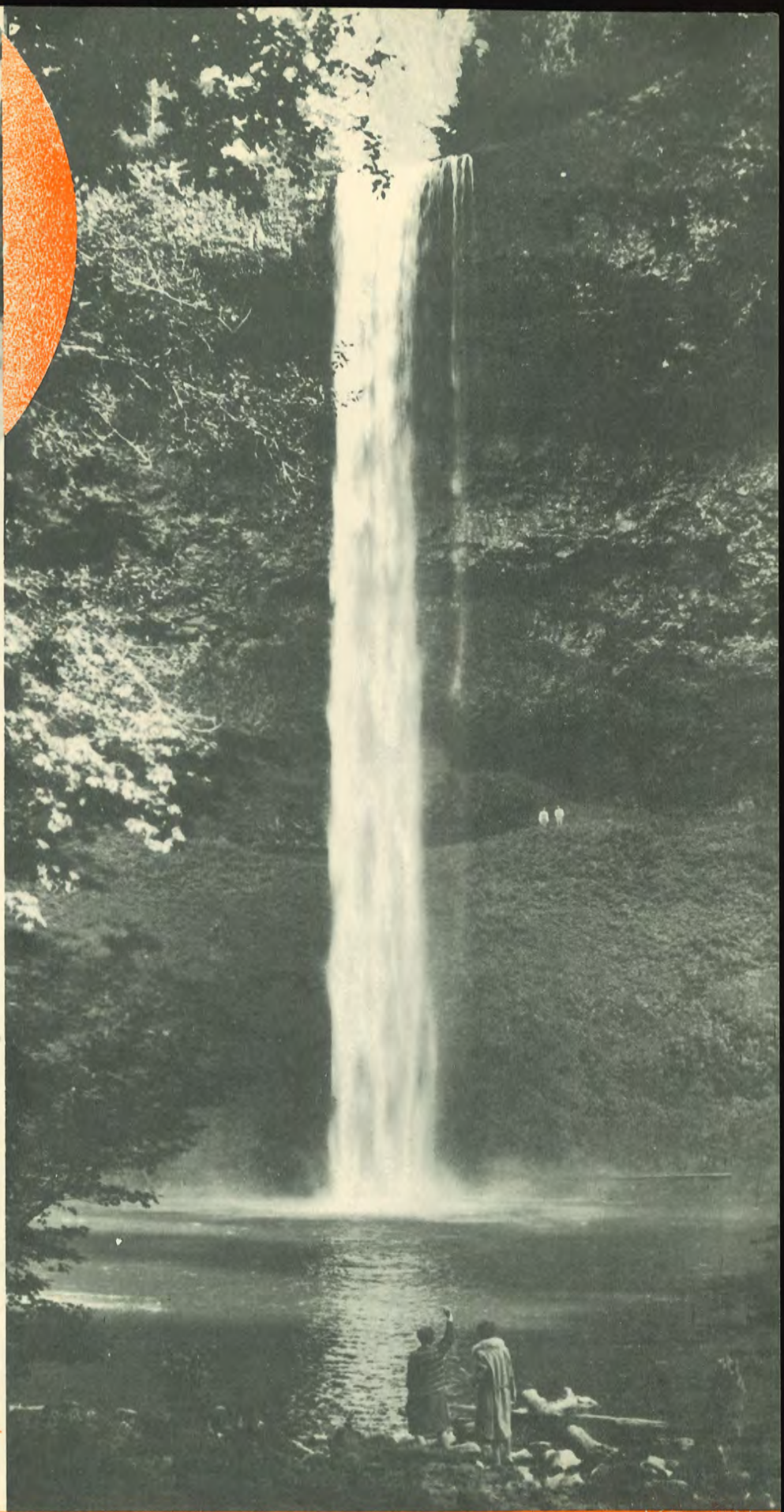


OREGON enjoys being host to the visitor from other parts of the nation and abroad. Just as the pioneer held out his hand and opened his door to those who came after him, the people of Oregon welcome the stranger today. They want him to share of the pleasures and joys that are theirs the year through.

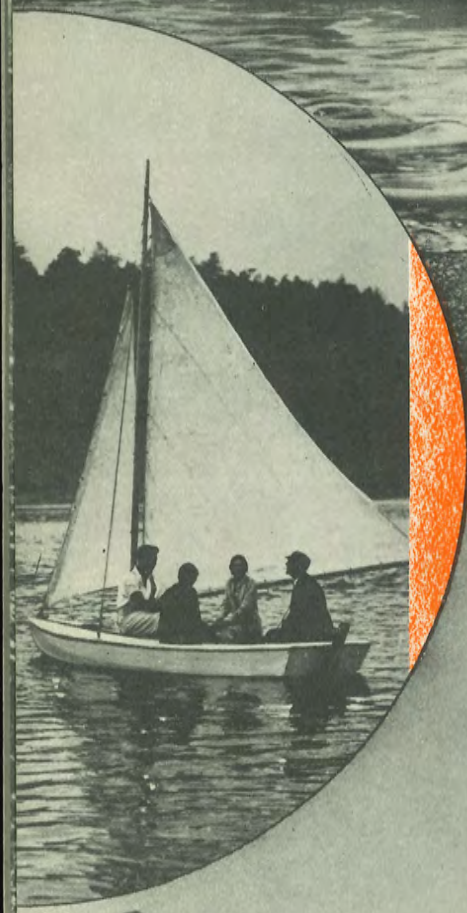
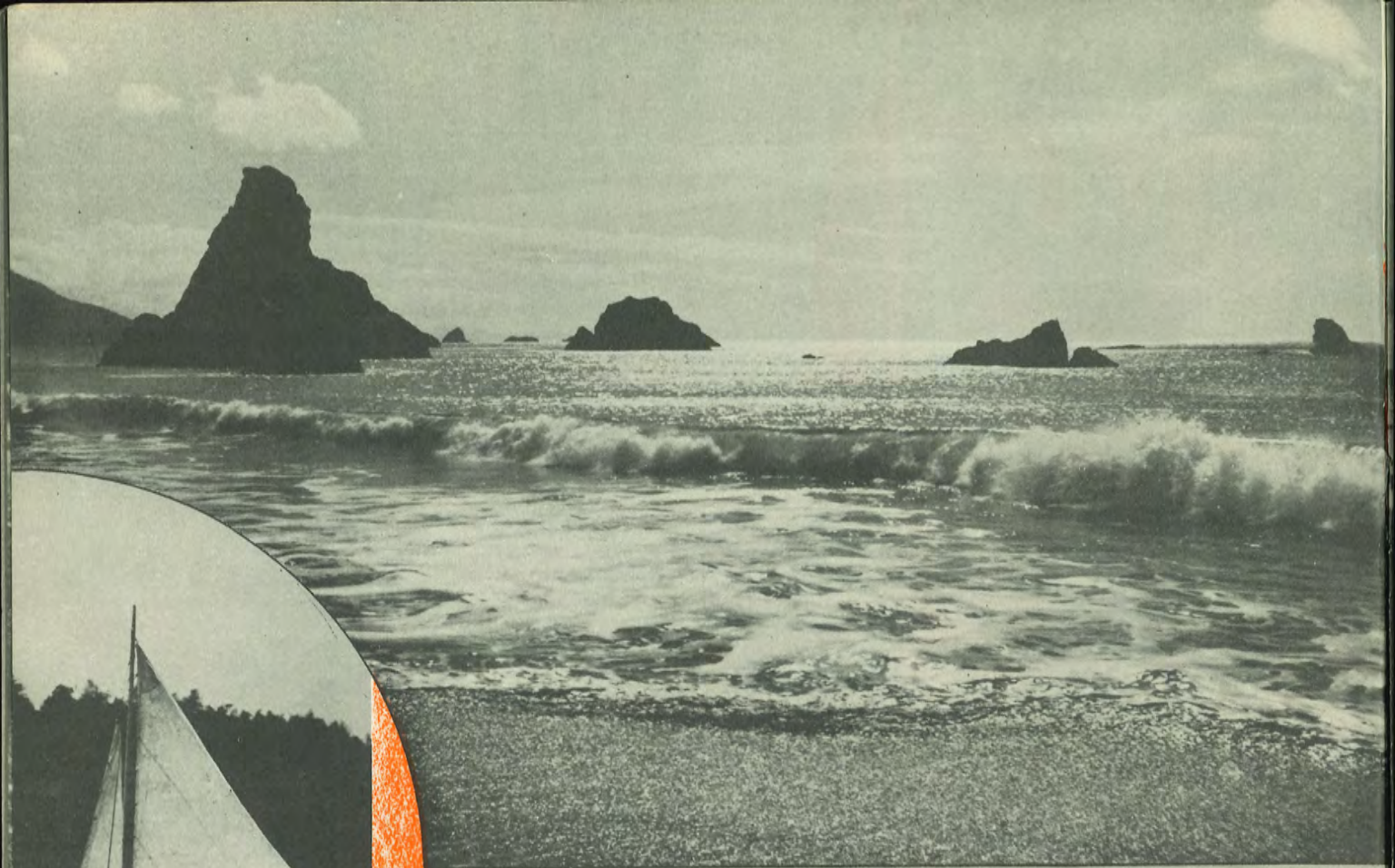
As an example of this hand of hospitality, the Oregon legislature at its 1935 session passed a law whereby special fishing licenses good for two days may be purchased by citizens of other states for one dollar. The annual license is but three dollars.

The traveler or vacationist who comes via private motor car or stage will be struck by the fine road system Oregon has built, making available thousands of delightful areas which twenty-five or more years ago were open only to those willing to make long wagon or pack train trips off the beaten road.

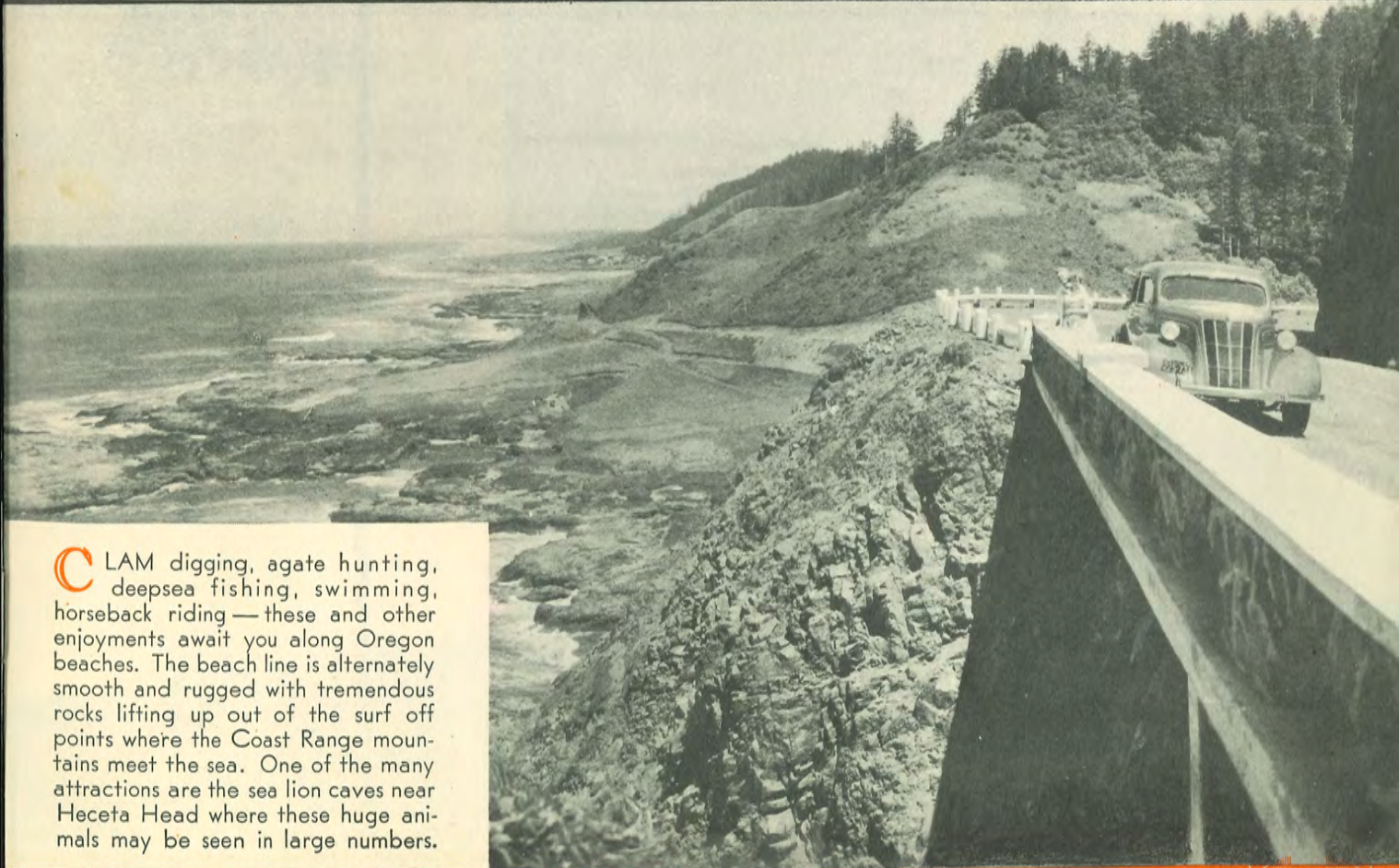
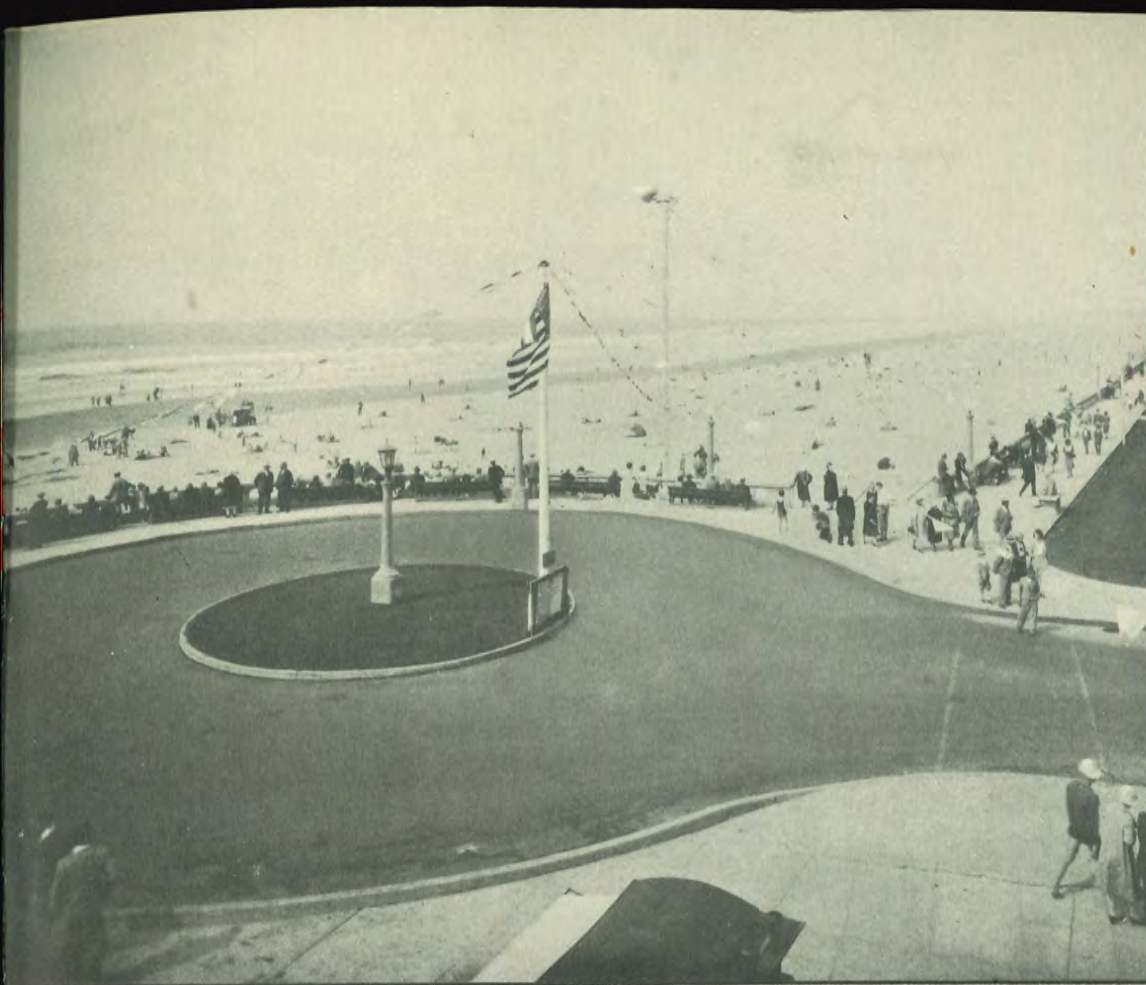
Safe driving is the speed law of Oregon.



Top circle: The king of fresh water game fish. Chinook salmon climbing the fish ladder at Oregon City. Coast streams, such as those of the Tillamook region and on southward, are open to fishermen the year through. South Silver Creek Falls, one of thousands of beauty spots in the Willamette Valley.



THE Oregon coast is a scenic and recreational area of striking appeal. The Oregon Coast Highway, a fine paved and macadamized road, has made every nook and corner of it easily accessible. Stage lines operate over its full length. Railroads reach some of the most interesting sections. Oregon is building up a fine system of state parks and a number of the most charming are located along the Oregon Coast Highway.



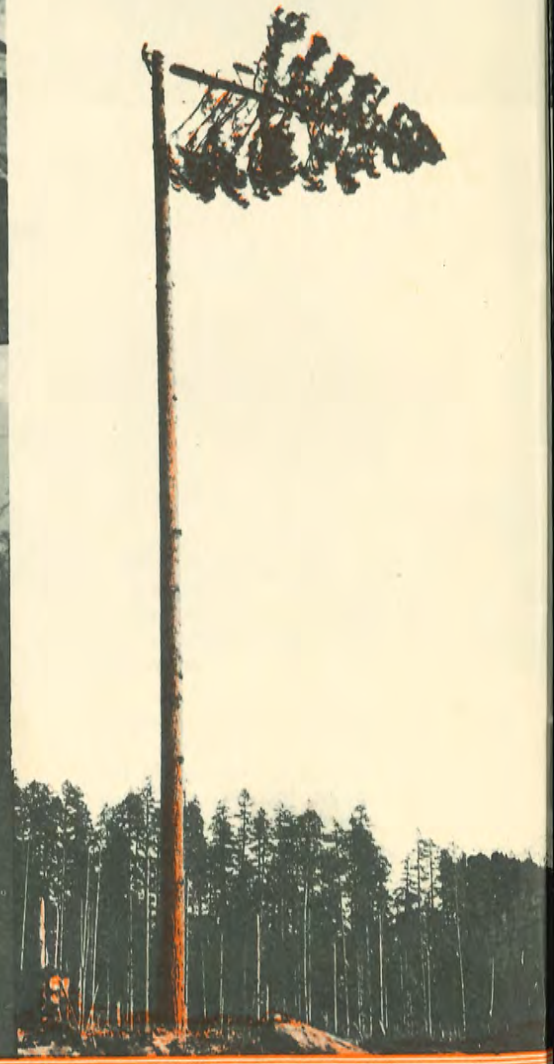
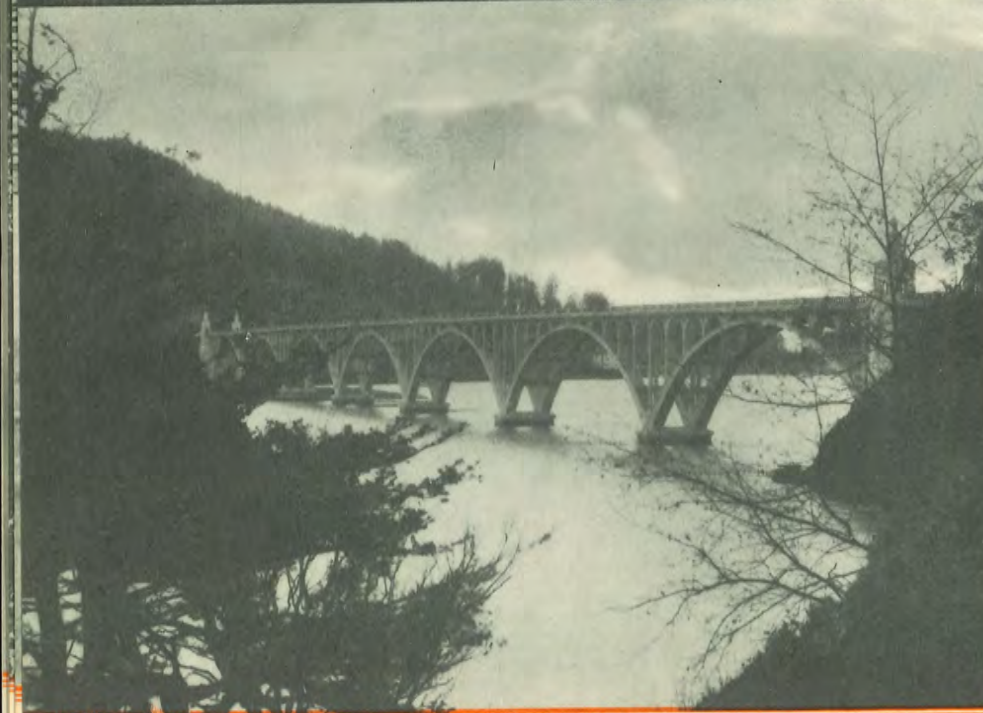
CLAM digging, agate hunting, deepsea fishing, swimming, horseback riding — these and other enjoyments await you along Oregon beaches. The beach line is alternately smooth and rugged with tremendous rocks lifting up out of the surf off points where the Coast Range mountains meet the sea. One of the many attractions are the sea lion caves near Heceta Head where these huge animals may be seen in large numbers.

Top: Seaside. This attractive vacation spot marked the end of the trail for Lewis and Clark in 1805. Gearhart, another choice vacation beach, adjoins. The Astor Column at Astoria tells the history of the Oregon country. A touring party pauses along the Oregon Coast Highway near Cape Perpetua. Four hundred miles of safe, dustless road make the Oregon Coast Highway delightful to drive.



OREGON'S towering mountain masterpieces, the streams, jewel-like lakes, and deep forest that are a part of them, are not reserved for distant admiration nor alone for the pleasure of the hardy ones to whom days of hiking and horseback riding are only elements of recreation. Paved or macadamized highways like those leading from Medford and Klamath Falls to Crater Lake and from Grants Pass to the Oregon Caves have been laid through the most scenic sections of the state. They pass under the bases of great peaks, skirt the edges of deep canyons through whose depths tumble along in frothy white and surging green such streams as the Rogue and Umpqua, the McKenzie and Santiam, the Deschutes and Hood River.

Inns, like Cloud Cap on Mt. Hood, resorts and auto camps are located at strategic and attractive spots. The best of these resorts are in tone with their settings of timber, mountains, streams and lakes.



Top: Exploring the Oregon Caves, which Uncle Sam has set aside for the enjoyment of all his people. Insert: The Caves Chateau, a stopping place you'll never forget. Lower left: Where the Oregon Coast Highway crosses the Rogue River. This is the most famous of Steelhead fly fishing streams. Right: Trees grow high and loggers bold in Oregon. Topping a forest giant for a spar tree.



A SHARP public sentiment exists in Oregon against desecration of outdoor surroundings. Moreover, some of the choicest of these playground paradises are in the confines of Uncle Sam's national forests, of which there are more than 13,000,000 acres in Oregon, insuring perpetuation of their beauty.

The choice is yours as to whether you would motor, travel by stage or rail to the more easily accessible of these charmed vacation spots in Oregon or whether you would leave the beaten highway for foot or saddle trail with necessary accoutrements on your back or pack saddle.

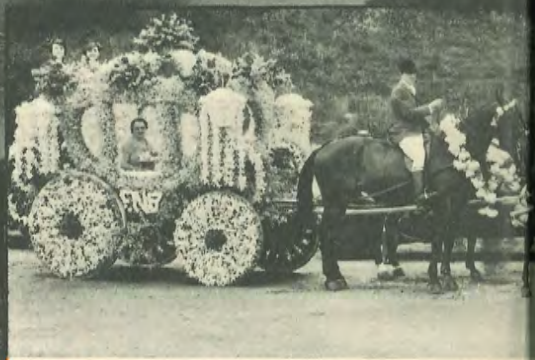
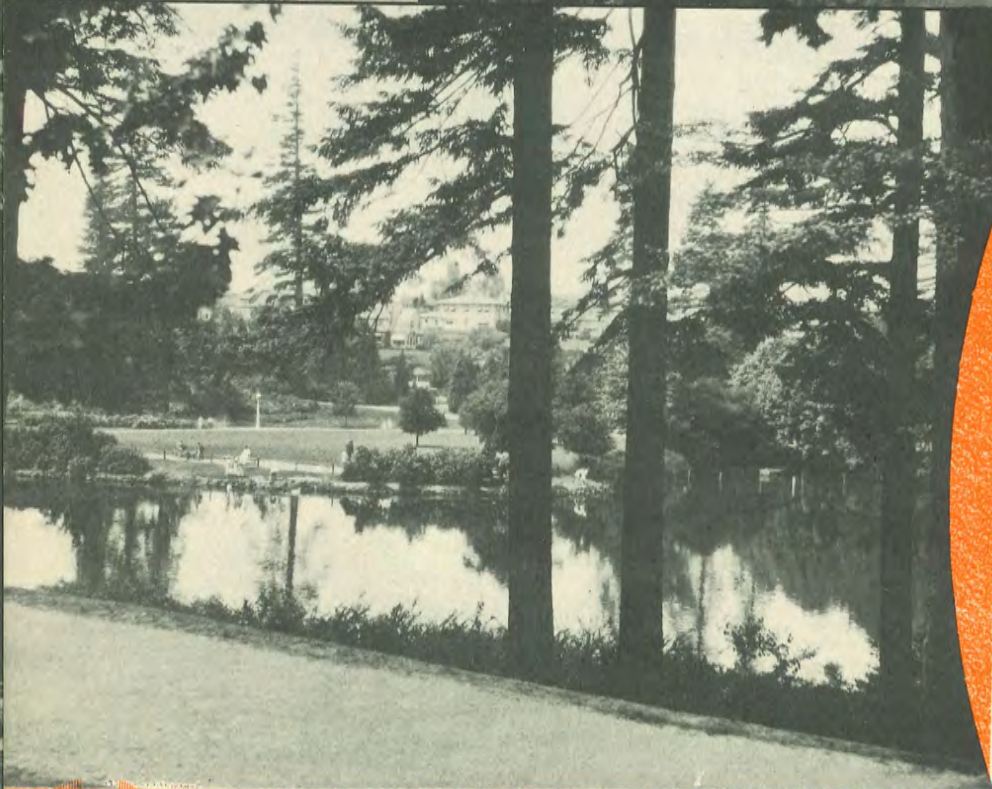
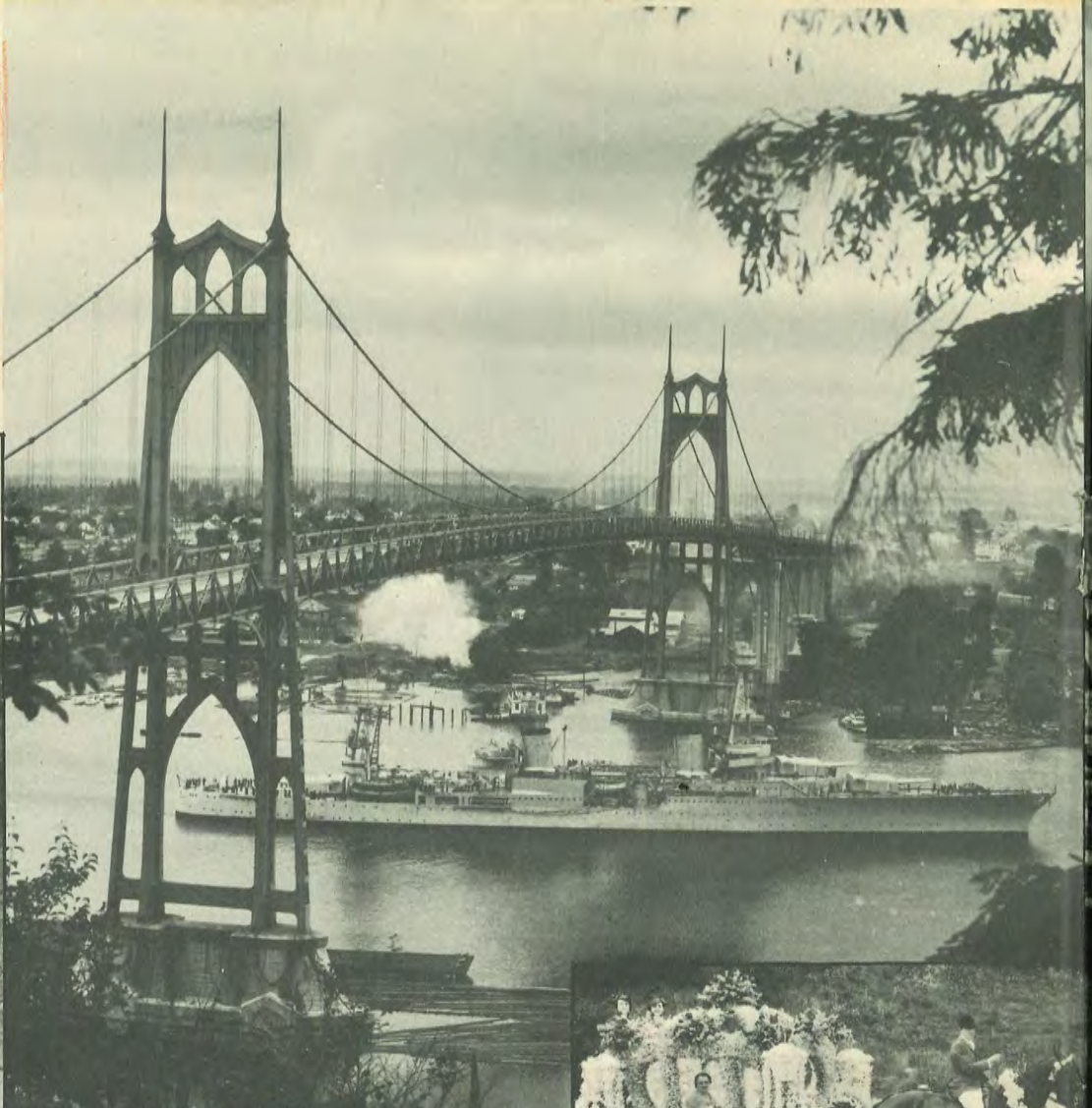
Within three hours' travel from Portland, a metropolitan area of more than 400,000 people, you can be in the depths of forests and mountains that seem a thousand miles from the hurry and stir of any city.

Some 200 mountain lakes of Oregon are stocked with trout, fish that run up to several pounds.

To the one who likes to hunt, game birds or deer, Oregon has particular attraction. In November there is a short season on elk, each hunter being allowed one bull. Some 10,000 of these big animals roam the wilder country of Northeastern Oregon.



Top: One forgets the rest of the world in a place like this. A pack train skirting a lake under the South Sister in the Cascade mountains. Mid page: The Pacific Highway along the famed Umpqua River in Southern Oregon. Deer are plentiful in Oregon.



PORTLAND, a thriving industrial and seaport city, a transportation hub of rails, highways and airplane routes, itself has many attractions. The person from inland inevitably enjoys the harbor with ships of many flags discharging foreign products and loading out with lumber, wool, wheat, flour, fruit and manufactured goods produced in Oregon.

The municipal airport on Swan island with its lawns and roses and circled by a fine paved drive draws thousands of visitors.

The City Hall, Oregon Historical Society exhibit, Forestry building, Battleship Oregon, the Art Museum—these are but a few of the attractions within the city.

Top: The cruiser Houston with President Roosevelt aboard passing under the St. Johns bridge. Portland offers channel and facilities able to accommodate any ship on the Pacific. Middle left: West Hills Municipal Golf Course. Lower: Portland is a city of parks. This is Laurelhurst in the center of the east side residential district.

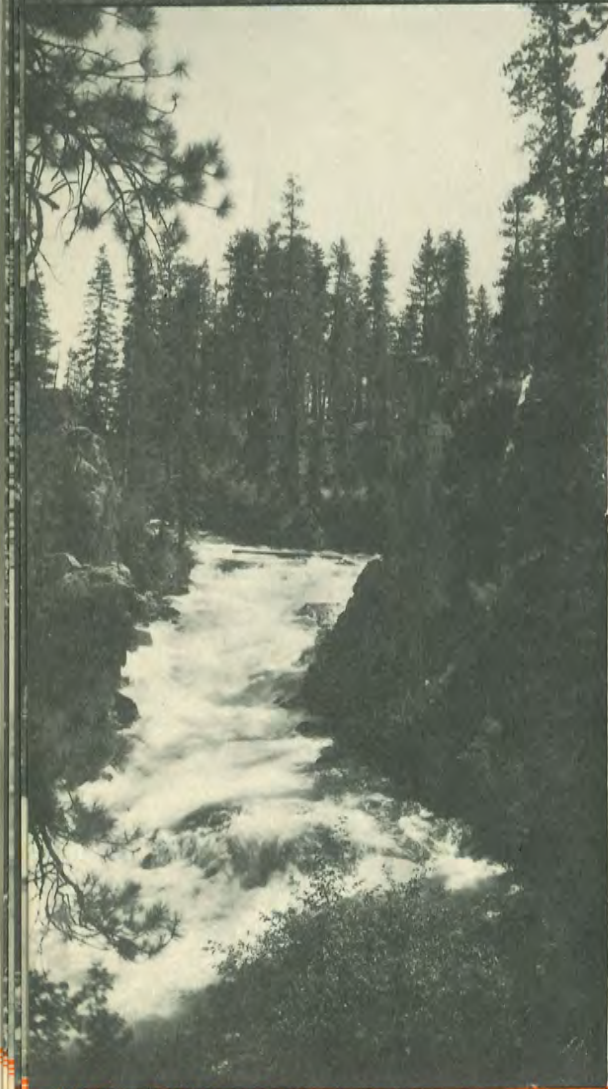


THE parks and playgrounds of Portland—55 in all—are for the pleasure of the visitor and home people.

Washington (city park) on the slopes of the west side hills of Portland, is a large area where the natural trees and shrubbery have been preserved and the whole landscaped. The International Rose Test gardens are maintained here and an excellent zoo. Laurelhurst, Mt. Tabor with its extinct volcano, Peninsula, Columbia, Sellwood—all these and others have playground developments and tables for picnickers.

Two fine parks with all types of entertainment are operated by private companies.

Top: Portland with Mt. Hood in background. Mt. Hood, a perpetual sentinel in white, smiles down on Portland from the East. Because its site marked the head of navigation from the sea, the city grew up here. A typical Rose Festival float. The Festival is held in Portland each June. Portland's airport on Swan Island is one of the finest and most beautiful in the United States.



TO the one who is undecided on just where in Oregon he would spend a vacation or as to the supplies and equipment he should bring with him, our advice is to come and decide on these factors after arrival. Although Oregon is a big state—275 miles across north and south, 375 miles east and west—fine interlacing highways and railroad systems give quick travel from one corner to another.

One may enjoy the beaches of the Pacific ocean in the morning and be high in the fastness of the Cascade mountains in the evening. With ease, he may breakfast at Portland in the morning and dine at Crater Lake, the Oregon Caves, or Wallowa Lake in the evening.

If fishing is not all you expect in one lake or stream, you may be on any one of a dozen or more nearby in a matter of an hour or two. Simultaneously, if the first resort or auto camp is not your ideal, another awaits but a short journey away.

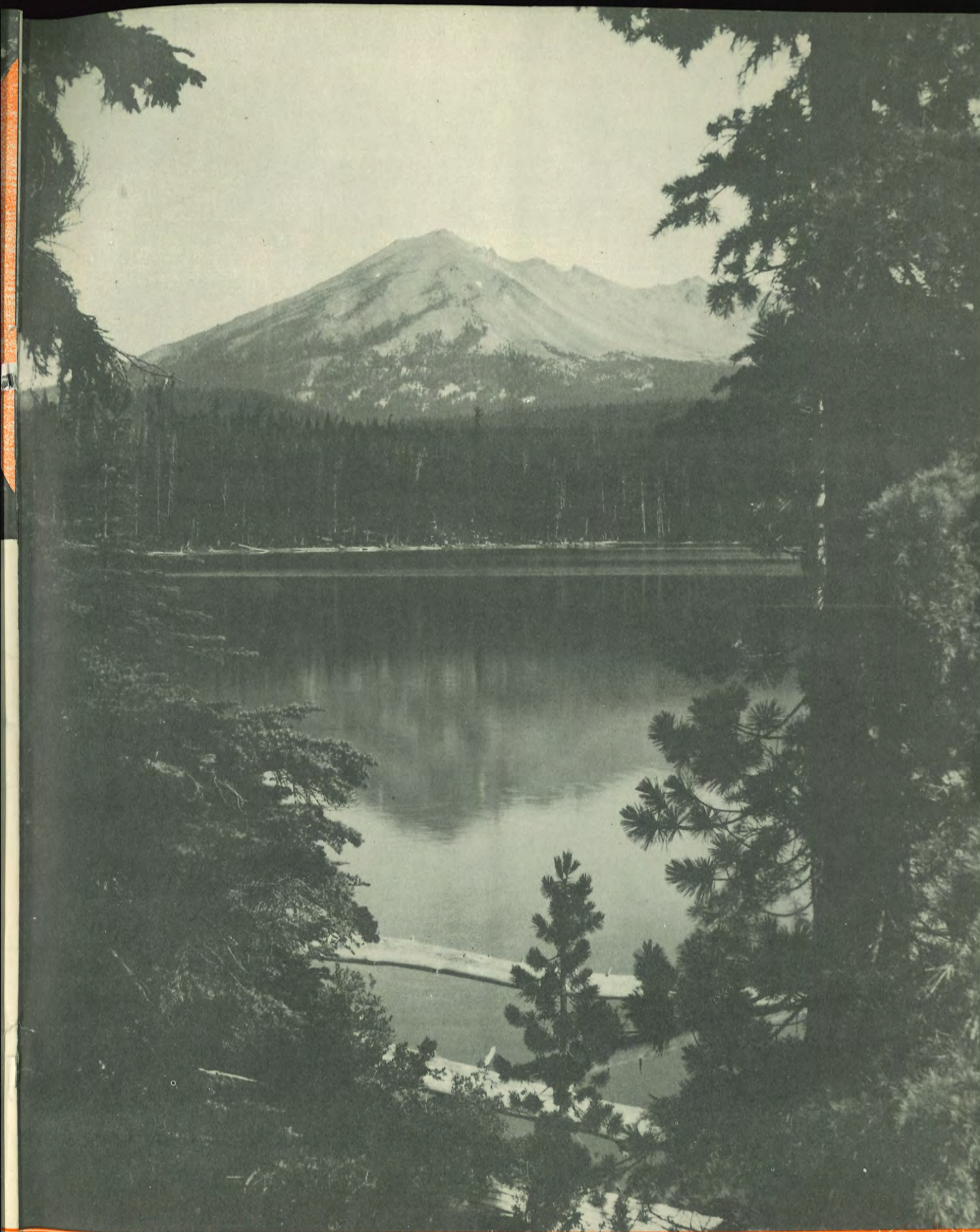
Camping supplies, hunting or fishing gear may be obtained in any city serving as a gateway to recreational areas.

If you prefer hotels, lodges and resorts, these are available. If you would rather use automobile camps or camp out, you will find places exactly suiting your pleasure.

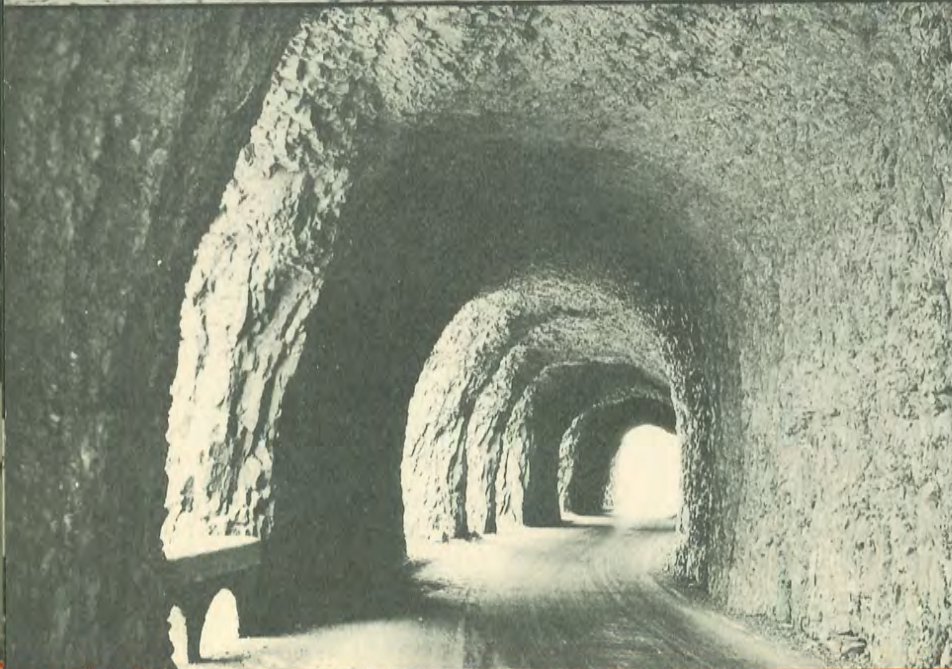
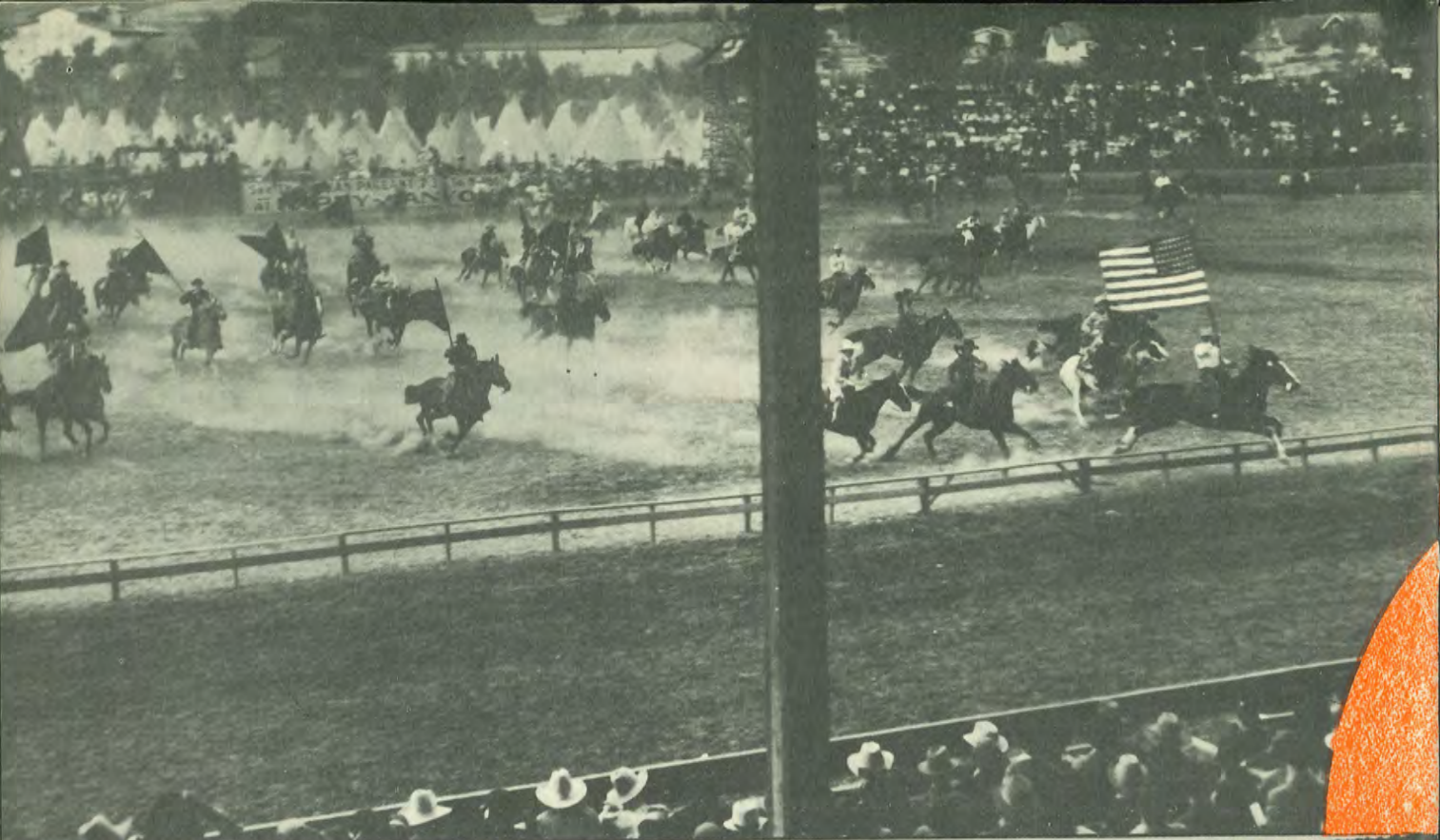
The low cost of vacationing in Oregon is a primary factor in increasing one's enjoyment.

Lists of desirable resorts, covering virtually all of Oregon, are kept up-to-date by the Oregon State Highway department. For information on facilities and costs you are invited to address the Travel Information department, Oregon State Highway Commission, Salem, Oregon.

Top: The Three Sisters as seen from Bend. Snow capped peaks and countless lakes make the Cascade mountains a recreational wonderland. Lower left: The Deschutes River in Central Oregon, famed for its great Rainbow trout. Lower right: Rosary Lake with Odell Lake in the distance in Southern Oregon.

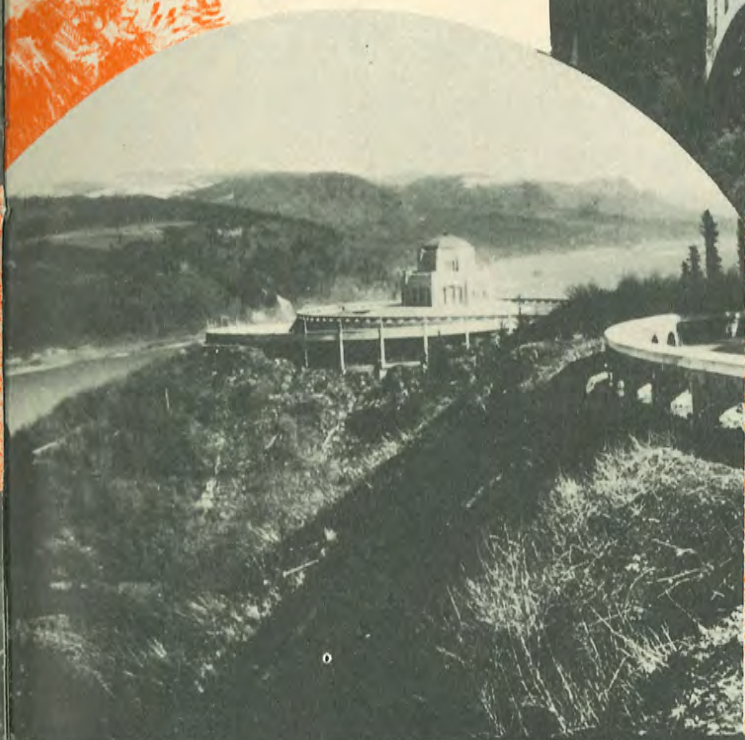
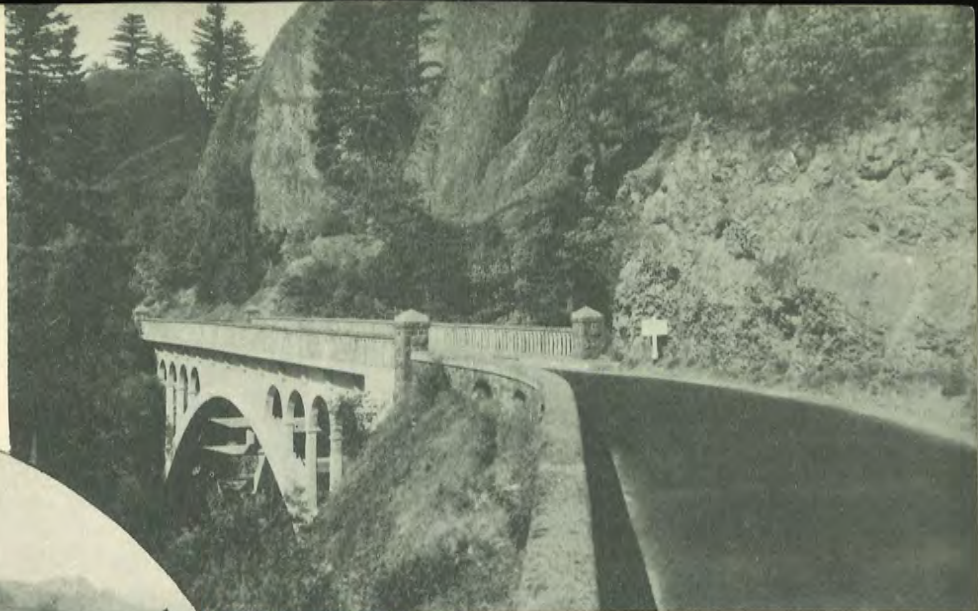


Summit Lake with Diamond Peak in the background, typical of the myriad of beauty spots Oregon offers the vacationist. Diamond Lake, one of the most famous of Oregon's fishing areas, is just south of Summit Lake.



THE Columbia River Highway on the Oregon shore and the Evergreen Highway on the Washington side, railroads on both banks of the river which is second in size on the continent, take one through one of the most scenic regions of the world. An hour's drive from Portland takes one to the Vista House perched on the top of a sheer cliff 700 feet above the river on the Oregon bank. Here the visitor may look over a vast panorama of Oregon and Washington and obtain the best view of the mighty gorge cut through the Cascade mountains by the river. A dozen falls of roaring, mystic white are to be seen just beyond. Words can not describe the grandeur of this highway hewn out of the towering rock-walled gorge. Bridges and ferries give connections with the Evergreen Highway on the Washington side.

Top: Where the Old West is relived each fall with all its drama and splendor—a glimpse of the Pendleton Round-Up. Mid page: With spear and dip-net, Indians take their winter salmon supply at The Dalles. Lower: Mitchell Point Tunnel, typical of scenic engineering along the Columbia River Highway.



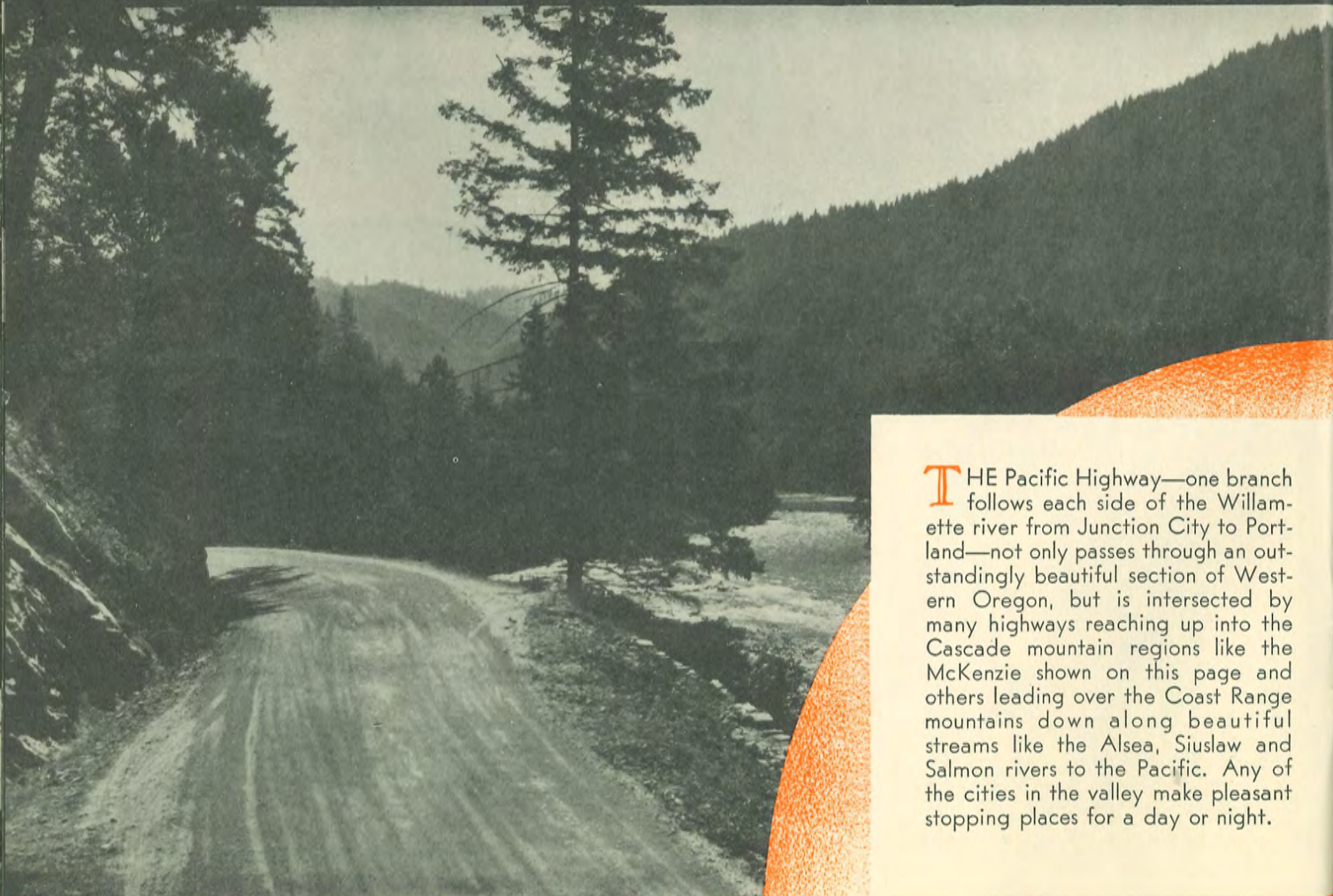
NO one visiting Oregon should miss taking a trip to Bonneville, 42 miles east of Portland, where the United States government is building a \$32,000,000 power and navigation dam. From high points above the dam, one may watch the army of men and huge machinery at work on the job of harnessing one of the world's greatest rivers.

When completed this giant dam will furnish approximately 600,000 horsepower of low cost electrical energy which is expected to attract many new industries to the Portland region.

Incidentally, few states in the nation enjoy electric rates as low as those in Oregon. Tumbling waters furnish power as well as beauty



Top: Shepperd's Dell. The Columbia River Highway is a road of unending beauty. Circle: The Vista House at Crown Point on the Columbia River Highway, where one may look out over a vast panorama of the river and countryside of Oregon and Washington. Bottom: Bonneville on the Columbia River, where the federal government is building a \$32,000,000 dam for power and navigation.

A black and white photograph of a dirt road winding through a dense forest of tall evergreen trees. The road curves to the left, and the background shows a forested hillside under a clear sky. The overall scene is peaceful and scenic.

THE Pacific Highway—one branch follows each side of the Willamette river from Junction City to Portland—not only passes through an outstandingly beautiful section of Western Oregon, but is intersected by many highways reaching up into the Cascade mountain regions like the McKenzie shown on this page and others leading over the Coast Range mountains down along beautiful streams like the Alsea, Siuslaw and Salmon rivers to the Pacific. Any of the cities in the valley make pleasant stopping places for a day or night.



Wallowa Lake, in "The Switzerland of America," offers a wide range of recreation. A first class lodge is operated at the lake. The Snake River Gorge, deeper than the Grand Canyon, is only a short drive from the lake.



THE Mt. Hood Loop Highway, which affords a glorious circle trip clear around the mountain through connection with the Columbia River Highway at Hood River, gives easy access to the heart of the peak's snow fields in mid-winter. Throughout the winter, thousands enjoy skiing, tobogganing and hiking on snowshoes amid the frosty beauty of the mountain world. Tournaments attracting champions in Alpine sports thrill tremendous crowds. Western Oregon, particularly, enjoys mild, kindly winters. One interested in winter sports will go far to find such a mecca as Oregon offers.

A January day on Mt. Hood, a dreamland to those who love winter sports.



AN old Chinese proverb has emphasized the value of pictures over writing in conveying ideas. For this reason, this booklet is devoted largely to pictures. They are truly representative views of Oregon, not illustrations of only special or isolated beauty spots. Thousands of others of similar charm and attraction could be shown. But pictures with all their

qualities for transmitting ideas after all can only convey to you an indication of what Oregon is like and the pleasures it offers. To come, see and enjoy is the only way to know. You will not be disappointed. You will go away wishing only that you might have remained longer and that you may come again.

For the person who drives his own car, a variety of entrances are offered into Oregon. From the East such routes as U. S. No. 30 (the Old Oregon Trail and Columbia River Highway), U. S. No. 10, No. 2 and No. 12. From California you enter over U. S. 99 (the Pacific Highway) or U. S. 101 (the Redwood Highway). The Redwood Highway connects with the Oregon Coast Highway at Crescent City and with the Pacific Highway at Grants Pass. The wide range of routes leading to Oregon offers one opportunity to see just that much more of the attractions of the West.

From Los Angeles to Portland it is but seven hours by air plane, 33½ hours by comfortable stage, 36 hours by luxurious train, and 69 hours by steamer. From Chicago, planes land passengers in Portland in 15 hours, trains come through in 58, and stages in 71½ hours.

Four transcontinental railways with terminals in Portland operate the finest of trains making connections with other railroad systems throughout the United States, Canada and Mexico. Without extra expense one may make loop trips of the entire Pacific coast.

Portland is the western terminal for the first transcontinental streamliner train, "The City of Portland," which makes the run from Chicago in 40¾ hours.

Excellent stage systems operate up and down the Pacific coast and from other sections of the nation westward to Oregon.

An excellent passenger line connects Portland with the Orient. Lines operate to Europe and other sections of the world.

As previously emphasized, Oregon's magnificent system of paved and macadamized highways permits of seeing a vast and varied area of Oregon with the minimum of back tracking or repeating of routes.

Entering at Klamath Falls, an exceedingly attractive recreational area with many lakes and streams, one may travel to Crater Lake, the Oregon Caves and come North over the Pacific Highway or cut across from it to the Oregon Coast Highway. Likewise, entering via the Pacific or Redwood Highways, he may visit these famed scenic points in Southern Oregon, cut over to Klamath Falls and come North via The Dalles-California Highway leading through the plateau country of Central Oregon. Coming North on the Oregon Coast Highway, he has the choice of running its full length or cutting across to the Willamette valley at a number of points.

East or West, one may follow the scenic Columbia River Highway, which does not terminate at Portland but runs on through to the Pacific. At Astoria it intersects the Oregon Coast Highway. The lower reaches of the Columbia River Highway follow the river where vessels inbound from or outbound to the sea are to be seen moving up or down the channel. From this lower river route one glimpses flotillas of the fishing fleets working in the river or sailing to and from the open sea.

The John Day Highway offers another entrancing path across Oregon through the John Day gorge and valley, noted for its ancient fossil beds and formations of past geological ages. It connects with No. 30 at Arlington and Ontario.

Agricultural operations of Eastern Oregon are themselves exceedingly interesting to the visitor from other sections. In the early summer season, wheat fields, some containing thousands of acres, are to be seen turning from green to gold. Combined harvesters operated by big tractors and twenty-horse teams are used to cut and thresh the grain.

Great bands of sheep and herds of beef cattle roam in the range country of the Eastern and Central sections of the state.

Although this booklet has been prepared chiefly for the vacationist and traveler, Oregon is a magnificent state in which to live. It is a vast agricultural country producing virtually every product grown North of the tropics. Industrial development has been rapid and many Oregon-manufactured products are known the world over. It is a leading lumber state of the Union with a fifth of the nation's standing timber.

Living conditions are of the finest. The state has the best of educational facilities, the University of Oregon at Eugene and Oregon State College at Corvallis drawing students from many parts of the nation.

Portland, for instance, has no slums. Illiteracy is less than 1 in 2000 persons. Portland patronizes the Arts. The Portland Symphony Orchestra, the Junior Symphony, and the fact that public library circulation is among the heaviest per capita of the nation—all these are indices of the character of this city, the metropolis of Oregon.

Oregon is a growing state, and for the person with ambition, ability and capital, it offers innumerable opportunities.



OREGON STATE HIGHWAY COMMISSION
SALEM, OREGON

HENRY F. CABELL, Chairman
E. B. ALDRICH and CARL G. WASHBURN, Commissioners
R. H. BALDOCK, State Highway Engineer
H. B. GLAISYER, Secretary

If you desire road maps, resort data or other information that will help you plan a trip to Oregon, address Travel Information department, Oregon State Highway Commission, Salem, Oregon.

