Drive
OREGON
Highways

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Mt. Hood, 11,225 feet high, eternally cloaked in snow, is one of the choicest all-year recreational areas in the Pacific Northwest. This photograph was taken in rhododendron time on the Mt. Hood Loop Highway.

Oregon
INVITES YOU

Oregon, like a gleaming star in the western heavens a hundred years ago, set a vast migration surging westward. To these adventurous ones who traveled with the sun, Oregon was a land of fabled wonders, of beauty and charm beyond the vision of those who had not yet glimpsed her vast green forests, fertile valleys, great streams and tumbling mountain torrents, her hundreds of lakes in mountain fastness, her white robed peaks towering into the blue, her shore line with the Pacific's surf murmuring on the sands. Nor could they vision Oregon in spring and summer with the fragrance of flowers and blossoms rising 'neath a friendly sun in a climate unexcelled.

Today a vaster migration each spring and summer rolls not only westward but south and north, with Oregon its goal—a migration of happy adventurers and explorers gliding along in modern automobiles over fine paved highways.

600,000 Motorists
COMING ANNUALLY

Approximately 200,000 automobiles from other states and countries entered Oregon last year carrying about 600,000 persons and another vast throng came by train, stage, steamship and airplane. Like the pioneer these thousands upon thousands discovered a new land—a world of pleasure and charm they did

not know existed. And Oregon really is a new vacation world, natural, unspoiled and easy to reach. Its magnificent system of paved and macadamized highways, part of the nation's network, has made vast and varied recreational sections easily accessible which a few years ago could only be reached by wagon road and pack train.

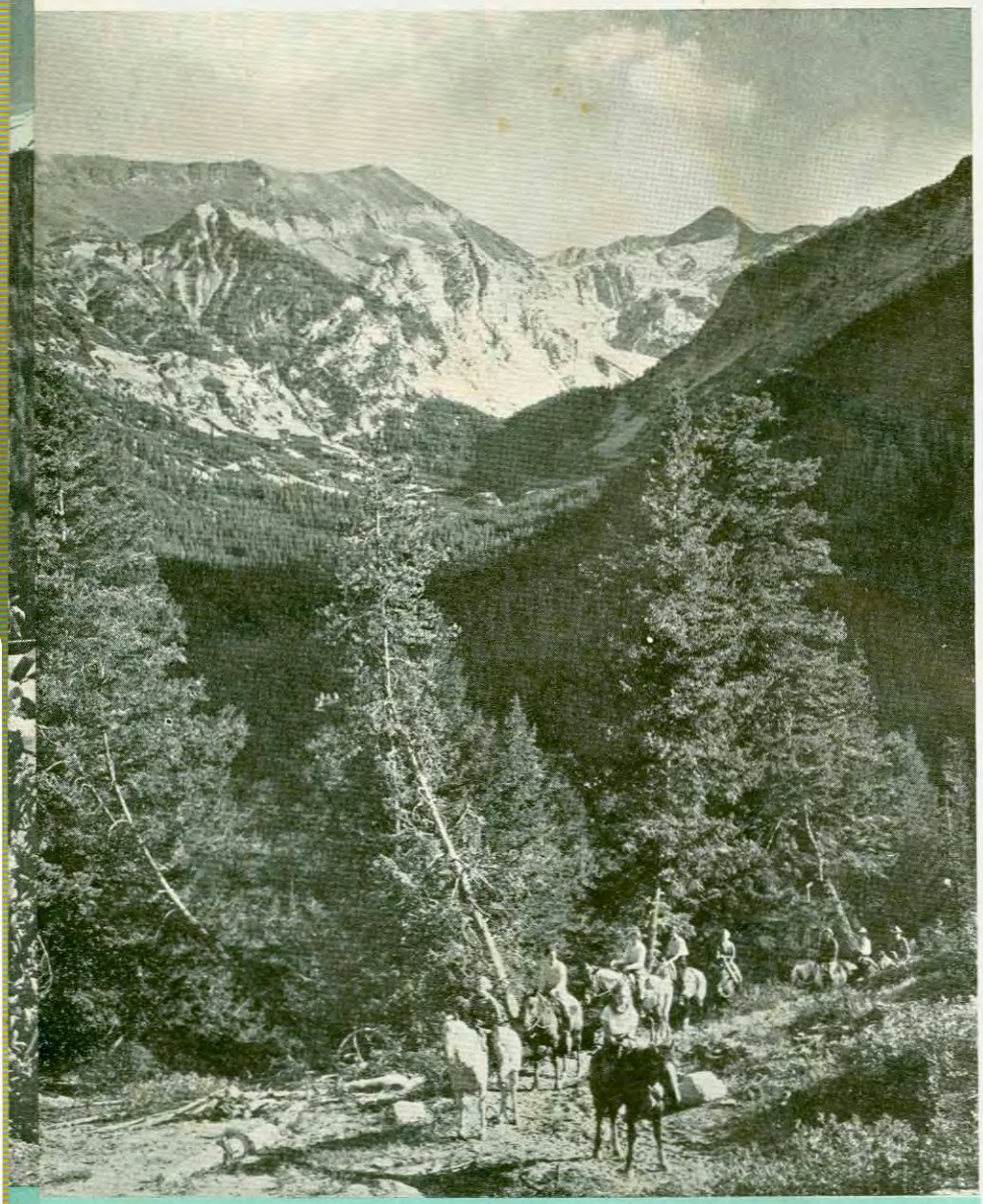
The same magic land that waited the pioneer of nearly a hundred years ago is yours today. Oregon's streams still abound in salmon, gamey trout and other fish; her woods and fields with game. You may explore and enjoy many of the same vast stands of timber through which trod the fur trapper and the pioneer. The same cathedral-like silence will enfold you and carry you far from the humdrum and toil of workaday life. The same clear, pure mountain streams tumble their way to the sea and are yours to camp or play by as the first comers found them long ago; the same white, clean sandy beaches; the same crystal mountain lakes in their forest settings; the same wondrous world of wild flowers.

Man's work, paved highways to and trails cut through the forests and over mountain tops, has not defiled but only made these enchanting playground areas accessible that you and millions of others may enjoy them. And there are sufficient resorts, comfortable auto camps, attractive hotels, places where you may rent boats or horses, service stations and stores to provide all facilities essential to the comfort and enjoyment of the traveler and vacationist. It is but a matter of minutes or a few hours—depending on the spot that attracts you most—to the heart of a forest or the grandeur and solitude of the mountains that seem a thousand miles from the drive and strife of the world in which you make your livelihood.

Thousands of visitors who were here last year have written to us of their experiences. Delight with what they found is the keynote of their

Crater Lake, over 6,000 feet up in the Cascade mountains, is one of the true wonders of the world. The lower photograph shows the type of highways leading to Crater Lake through the timber in and around the park area.

stacks of letters. Countless of them have decided to come back again this year or next. We know that if you come you will not be disappointed; that you will tell us that this booklet which describes but representative spots and areas of Oregon gives only an index of what the state offers.



Mile high on a pack trail in the Wallowa mountains, a primitive area set aside by the federal government for your enjoyment. Where an excellent highway ends, trails lead up into this wonderland.

MOUNTAINS AND LAKES

Paved or macadamized highways pierce the heart of Oregon's lofty mountains, passing by bases of peaks that were once thundering volcanoes, along the edges of canyons with white-frothed streams in their depths, through giant forests—forever green—of fir, pine, spruce, hemlock and other trees.

Countless lakes, some 200 of them stocked with gamey trout, nestle in the folds of the Cascade Range. Two fine highways U. S. 99, the Pacific, and U. S. 97, The Dalles-California, parallel the Cascade Range on its western and eastern sides, respectively. Laterals give access to a great area of these mountains.

Crater lake in Crater Lake National park in the southern end of the Cascades is reached via U. S. Highway 97 from Bend and Klamath Falls or from U. S. Highway 99 out of Medford. In the crater of a once gigantic volcano reposes this lake of indescribable indigo blue. It is six miles in diameter and 2,000 feet deep.

Out of the Bend vicinity one may reach a dozen lakes in an hour's driving.

For the one who loves mountain horseback trips, the Sky Line Trail from the Columbia river to Crater lake offers the grandest mountain journey—over 300 miles—to be found in all the West. And, of course, shorter trips may be taken.

Hidden away in the Siskiyou mountains of Southern Oregon are the wondrous Oregon Caves under the jurisdiction of the National Park Service. As at

Preserving
ROADSIDE BEAUTY

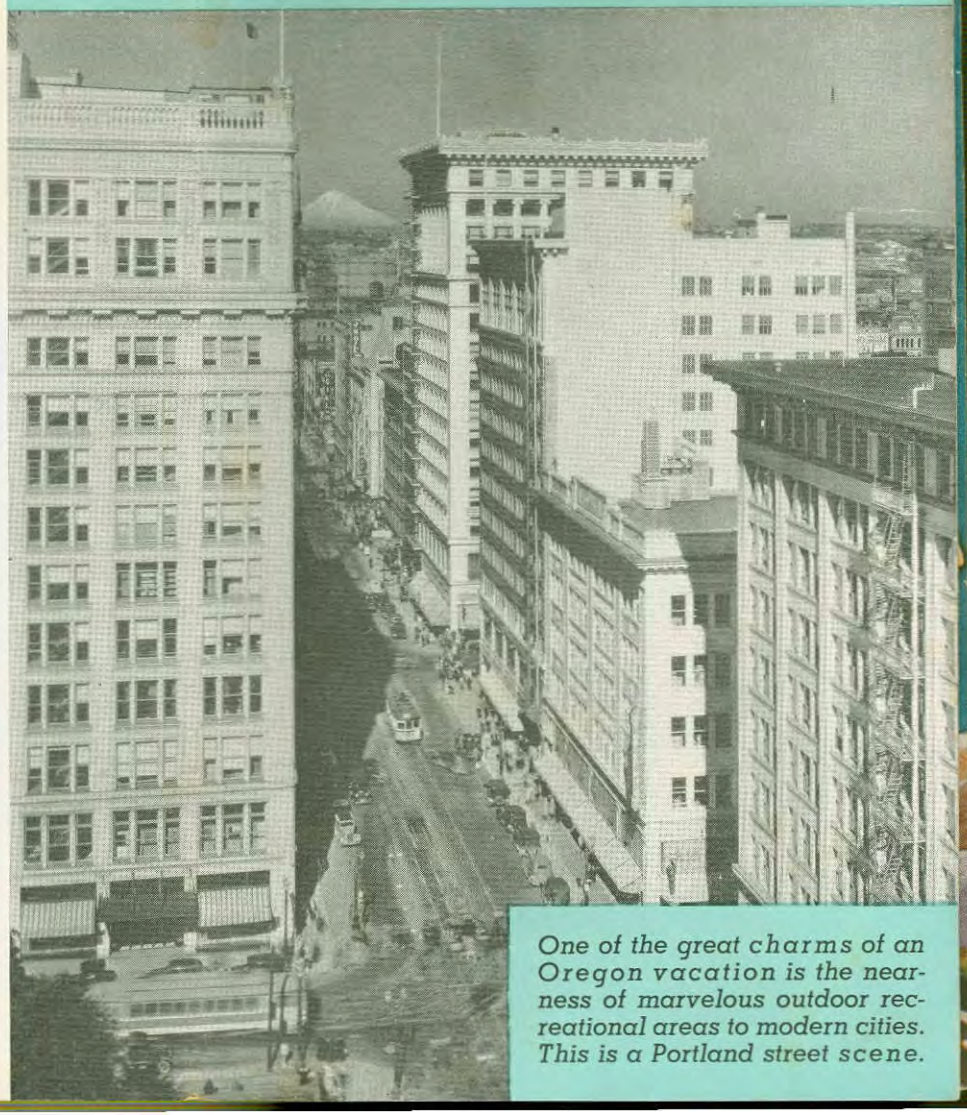
Oregon is interested in keeping its highways attractive to the traveler. The Oregon State Highway Commission maintains a landscaping division which strives not only to preserve natural beauty of the roadside but to improve it through judicious trimming of trees where they are so thick as to obscure some charming vista. Likewise this department works to restore natural beauty through planting and other operations where construction work has necessitated marring of the landscape.

Oregon is striving to preserve the beauty of its roadsides for the pleasure of its citizens and visitors. State laws prohibit picking of wild flowers and destruction of shrubbery growing along the highways.

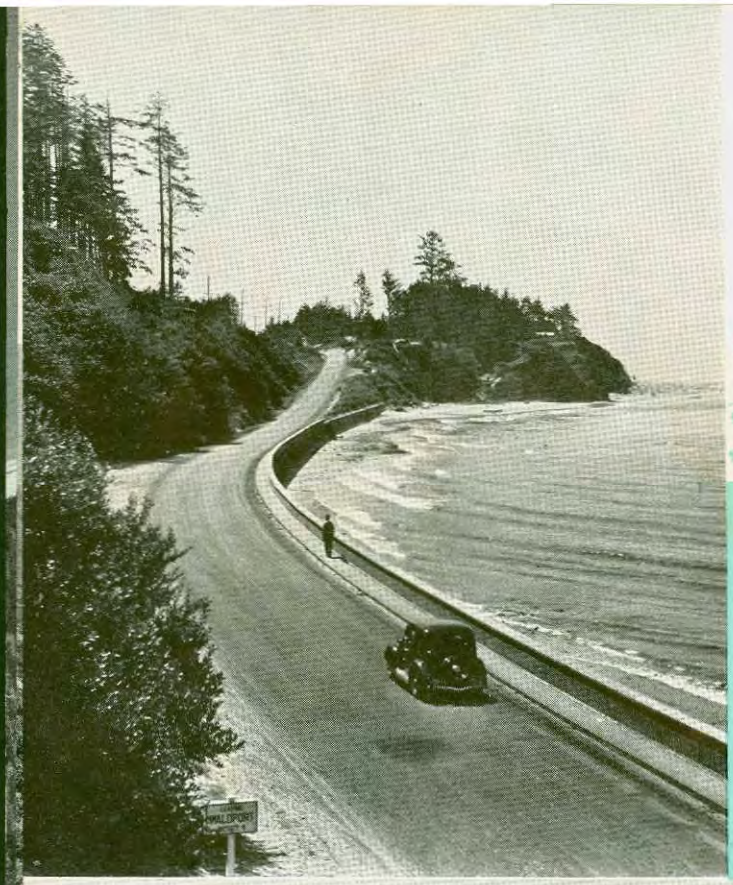
Oregon Hub State

If there are other sections of the Pacific coast you would like to visit, remember that Oregon is centrally located. Within its borders are many of the outstanding attractions of the Pacific Northwest's Evergreen Playground. From the Southern Oregon line it is but a day's drive to San Francisco. From the state's northern border it is an easy five hours to Seattle; a comfortable day's journey to Vancouver or Victoria in British Columbia.

Statue of Sacajawea, Indian woman who guided Lewis and Clark, in Washington park, Portland. Right—inside the Oregon Caves, another wonder work of nature, near Grants Pass.



One of the great charms of an Oregon vacation is the nearness of marvelous outdoor recreational areas to modern cities. This is a Portland street scene.



Astor Column at Astoria tells the history of the Oregon country.

At left—where the Coast Highway skirts the breakers near Waldport.

Timbered and shrub clad slopes of the Coast Range come down to meet the sea almost the entire length of the Oregon coast—400 miles of wondrous driving on the Oregon Coast Highway (U. S. 101). This photograph shows a stretch of intriguing beach line near Brookings.

Oregon **BEACHES**

You will find it difficult to discover 400 miles of seashore with the diversity of charm, recreation and scenic grandeur offered by the Oregon coastline on the blue Pacific. Alternating with broad sweeps of sandy beaches level as a floor where the breakers murmur peacefully are rocky ramparts where cliffs reach straight up from thundering seas.

The wide sandy beaches with the water deepening gradually make for delightful surf bathing under the safest of conditions.

Horseback riding, clam digging, collecting agates, surf and deep-sea fishing, boating on the bays, watching the sea lions near Florence—it makes no difference what you want to do, your pleasure awaits. If you prefer a beach with city conveniences virtually on the edge of the surf, it is yours. If you want to be alone with the solitude and majesty of the ocean there are spots without number where you may set up your camp or park your trailer house.

One of the greatest charms of Oregon's beaches is the scenic Oregon Coast Highway (U. S. 101). This marvelous paved route alternately passes through charming farm sections, through stands of virgin timber, along vast sand dunes then high on the faces of cliffs where it is hewn out of solid rock and from which you may look straight down into the sea hundreds of feet below.

Have you ever sat in the glow of a driftwood fire on the beach at night? The endless supply of driftwood brought down to sea by streams at flood is another charm of the Oregon seashore.

Vacationists riding along the sands of Cannon Beach. Oregon's beaches are owned by the state and are free to the world. You may choose quiet isolated spots or lively resort cities like Seaside and Newport.

And have you ever driven through miles on miles of rhododendrons blooming in their full glory as they do along sections of the Oregon coast? Through canyons of Scotchbroom in blazing fragrance?

Numerous lakes are scattered along the coast near the ocean. On many of these are resorts, boats and other facilities for your enjoyment. Most of them provide excellent fishing.

Oregon's beaches make ideal places to while away days or weeks. These happy vacationists were snapped at Mussel Reef near Marshfield and North Bend.

Yaquina Bay bridge, Oregon Coast Highway (U. S. 101). A state park with picnic facilities is located at the north end of the structure.

Entrancing scenery and excellent fishing are yours along the Alsea river highway connecting Corvallis and Waldport, one of several laterals running across the Coast Range between U. S. Highway 99 and 101.

Of Geologic INTEREST

To the person interested in geology Oregon has much to offer. Crater lake, of course, heads the list. Then there are the Oregon Caves, majestic formations in the John Day gorge, the fossil beds on the same river, the Columbia lava structures along the Crooked river near Prineville, the lava beds near the city of Bend and on the McKenzie Pass summit of the highway connecting Bend and Eugene, the Newberry crater a short distance southeast of Bend, the Indian writings on the rocks rimming dry lake areas near Klamath Falls and those at certain points along the Columbia river near Arlington and in the John Day country, the glacial and volcanic areas the length of the Cascade Range,—these are but a few of intriguing sights along geological lines of intense interest to one who makes geology a hobby.

All of these areas and spots of particular geological interest are in settings of diverse and enchanting scenery.

A special pamphlet dealing with interesting geological features of Oregon is printed by the Travel and Information Department of the Oregon State Highway Commission. It is sent without charge.

The Willamette VALLEY

Really an empire in itself, the Willamette valley nestling between the Cascade and Coast mountain ranges is one of the richest and most beautiful agricultural areas in the world. In spring, summer and fall, the valley is a huge patchwork of orchards, green and yellowing fields, dairy farms and

Upper left—pack train skirting a lake under the South Sister west of Bend. Where highways end trails begin. Above—the original dip-net fisherman, the pelican. Great flocks of these birds are to be seen on Upper Klamath lake, a delightful recreational area near Klamath Falls.

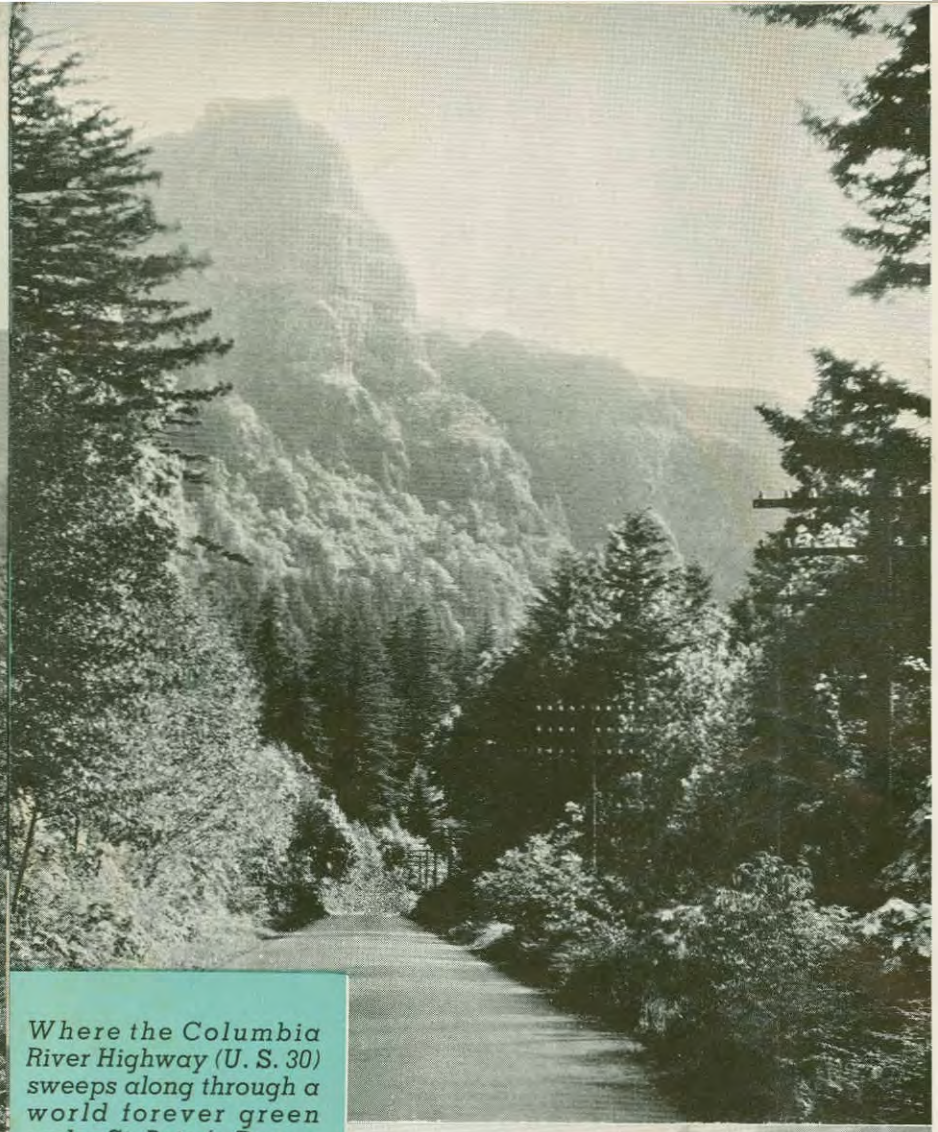
This pine country of the Metolius typifies much of the Cascade playground.

To you who are interested in wild life the southeastern section of Oregon is intensely interesting. The federal government has set aside 160,000 acres in and around Malheur lake as a U. S. bird refuge. Here you can see literally millions of ducks, geese, swans and other birds feeding and nesting. Southwestward near Lakeview Uncle Sam has set aside another area, the Hart Mountain Antelope reserve where in mid and late summer you can see the fleet-footed, graceful antelope feeding or streaking across the range.

When You Come to Oregon

You are invited to call at our information counter offices on the third floor of the State Office Building in Salem. Maps and folders covering all Oregon will be available to you. Ask for the Travel and Information Department of the Oregon State Highway Commission.

Spouting geyser at Lakeview, another index to Oregon's variety in genuine attractions.



Where the Columbia River Highway (U. S. 30) sweeps along through a world forever green under St. Peter's Dome.

The Grand Canyon of the Snake river in Northeastern Oregon, deeper than the famous canyon of the Colorado. The river is the boundary line between Oregon and Idaho.

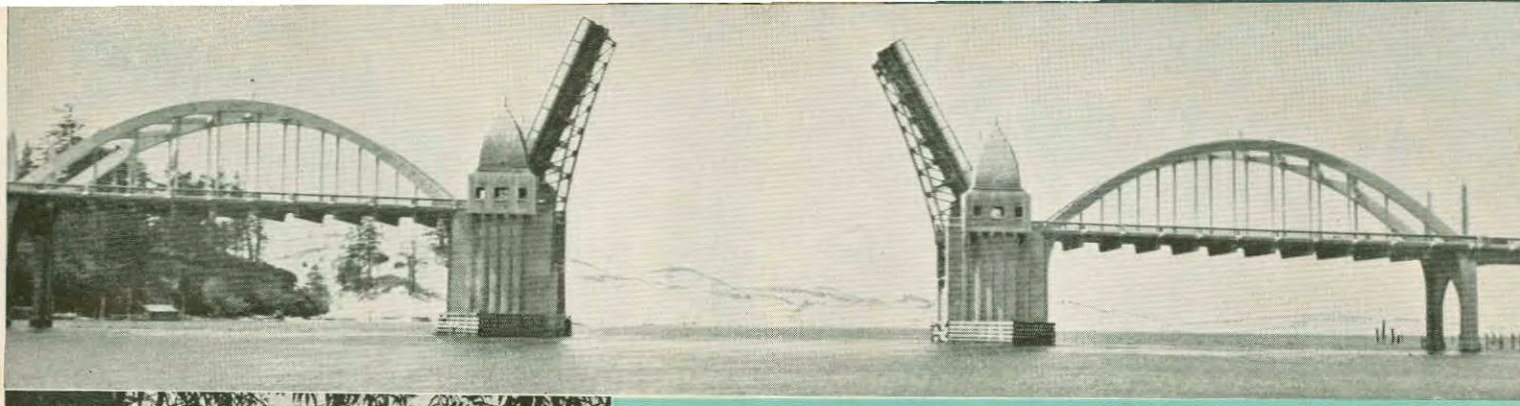
STATE PARKS

Visitors are invited to enjoy the state parks maintained by the Oregon State Highway Commission. These parks encompass some of the choicest beauty spots in Oregon.

The following parks have been developed near the Oregon Coast Highway from the picnic standpoint, having fuel, pure drinking water, tables, stoves and kindred facilities: Saddle Mountain park, near Astoria; Ecola park, near Cannon Beach; Rocky Creek and Devil's Punch Bowl parks, both north of Newport; Yaquina Bay park, at Newport; Jessie M. Honeyman park, just south of Florence; Cape Arago park, 15 miles west of North Bend; Battle Rock park, at Port Orford; Humbug Mountain park, seven miles south of Port Orford; and Harris Beach park, a mile north of Brookings.

On the lower Columbia River Highway 20 miles east of Astoria is Bradley park from which one may obtain a striking panoramic view of the Columbia. This park has all necessary facilities.

On the upper Columbia River Highway are located the following parks, all with picnic accommodations: Talbot and Joseph parks just east of Crown Point; Benson park (operated by the city of Portland), one mile west of Multnomah falls; Ainsworth park, one mile east of Horsetail falls; Starvation Falls park, at mile post 57; Viento park, at mile post 58; and



Beauty as well as utility has gone into designs for Oregon's bridges. This structure, opened in 1936, spans the Siuslaw river. It is one of five new bridges that eliminate ferries on the Oregon Coast Highway (U. S. 101).

Water multiplies pleasures of summer days in Oregon. This photo was taken from the Grants Pass city park on the Rogue river. It shows another bridge of beauty in the background.

Wygant park, at mile post 60. These parks are all in the most scenic areas of the Columbia gorge.

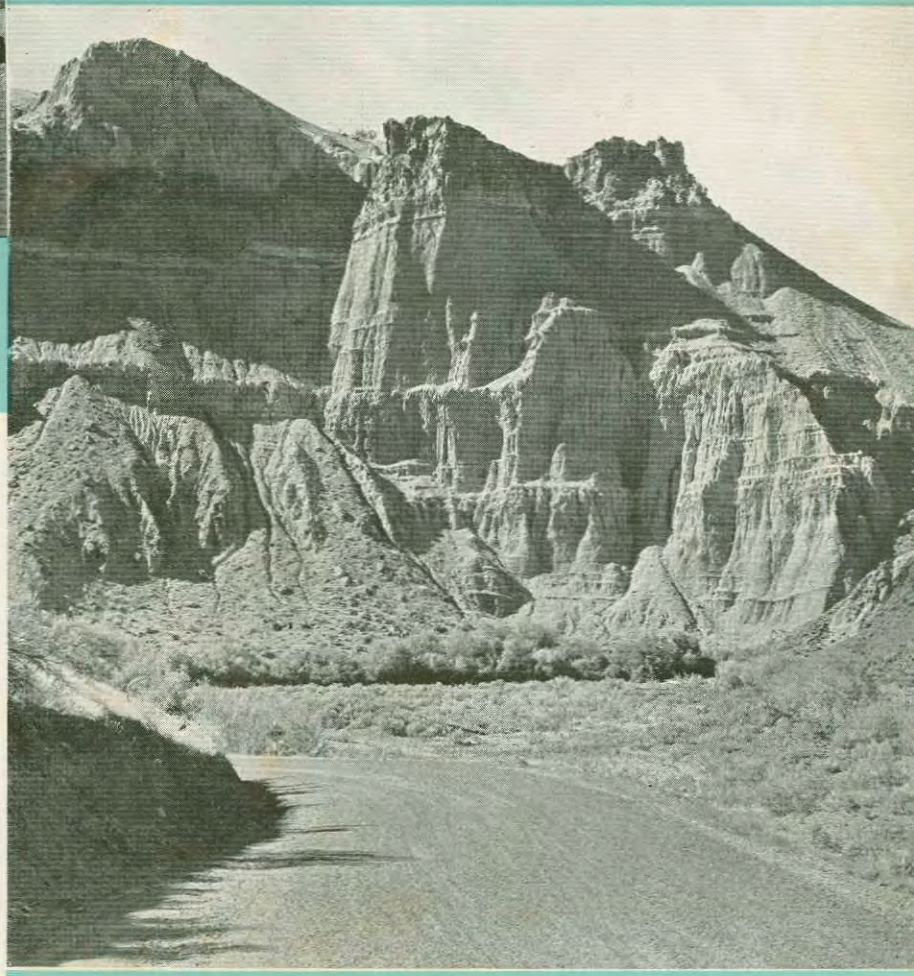
Thirty miles east of Pendleton on the Oregon Trail (U. S. 30) of which the Columbia River Highway is a part is Emigrant Springs park in a beautiful mountain region.

Battle Mountain park is located in attractive pine timber country on U. S. Highway 395, about nine miles north of Ukiah.

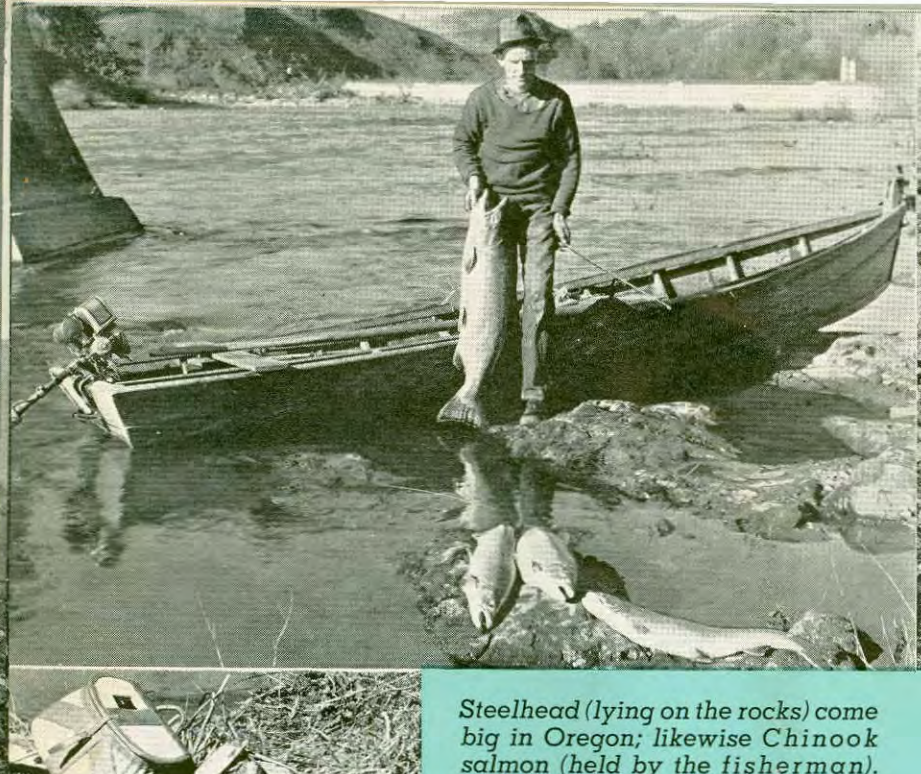
Silver Creek Falls park, 30 miles east of Salem, is an outstanding feature in the State Park system. Eight beautiful waterfalls are located within its boundaries.

Long Tom park on the Siuslaw Highway (O. S. 36) is another attractive park with picnic accommodations.

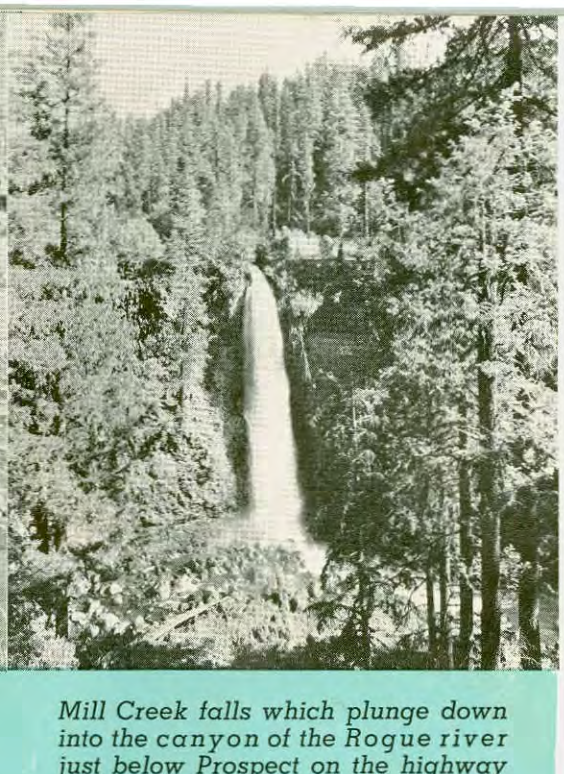
Many other beauty spots in Oregon have been set aside as state parks. No fee is required to enjoy them.



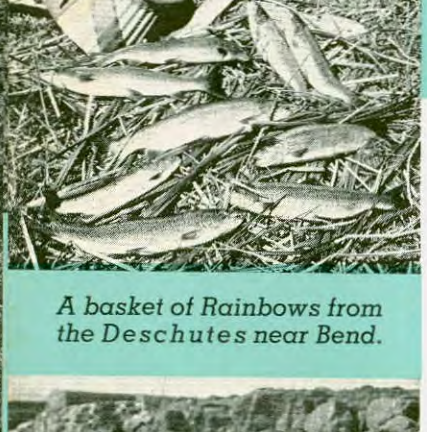
Intriguing geological formations with odd and beautiful color effects mark the gorge section of the John Day Highway in Eastern Oregon.



Steelhead (lying on the rocks) come big in Oregon; likewise Chinook salmon (held by the fisherman). These were taken from the North Umpqua in early spring.



Mill Creek falls which plunge down into the canyon of the Rogue river just below Prospect on the highway from Medford to Crater lake. Southern Oregon is a fine fishing area.



A basket of Rainbows from the Deschutes near Bend.

Salmon climbing fish ladder at the falls on the Willamette at Oregon City.

FISHING

Salmon, little trout and big ones, Steelhead, bass, catfish, crappies and innumerable varieties of deep sea fish—choose your fish. Roaring mountain rivers and creeks, quiet streams of the valley, lakes cold and blue—high in the mountains, sloughs and sluggish lowland rivers or lakes along the ocean's shore or the thundering surf of the Pacific itself—choose your water.

The fall run of salmon—Chinooks and Silversides—comes into Oregon streams from the ocean after the first fall rains, usually late in September.

Two primary species of trout are native to Oregon waters, the Cutthroat and Rainbow. The latter is found primarily in the mountain streams and lakes.

Greatest of all the trout is the Steelhead. He runs as big as a salmon and is every inch a fighter. He strikes spinner, bait and fly. These big fish enter the northern streams of Oregon from November on.

Summer runs of these fish come into the Rogue and Umpqua rivers, and on these streams they take a fly. Although the season for trout generally opens early in April and closes October 31, taking of trout over 10 inches in length in tidewater areas is permitted the year through. The annual license is but $3.00. A special two-day license costs but $1.

Bring the family if you come to Oregon to fish. Good resorts, auto camps, and outdoor camping places are located on or near countless streams and lakes. Golf, mountain or beach hikes, horseback trips, swimming, and a score of other diversions are open to those who do not care to fish.

Don't worry about types of tackle or what flies or lures you should bring. Here on the grounds even far off from big cities or towns you will find the types that have proved most suitable for Oregon waters.

Oregon does not depend on nature alone to keep all its streams and lakes stocked with game fish. It maintains a system of hatcheries from which millions of trout are produced and planted each year to augment the natural supply.

Early in the season and when the ocean runs are coming upstream, almost any fisherman can take his fish in any stream where trout or salmon are found. Fine highways plus the forest roads in Oregon give one access to countless places. If fish are not plentiful in one particular spot or weather conditions are not conducive to the best of fishing at the moment, it is but a matter of two to six hours travel to areas where fishing will be good.

An illustrated booklet comprehensively covering fishing in Oregon is available without cost. Simply address Travel and Information Department, Oregon State Highway Commission, Salem, Oregon.

Surf fishing has a charm for all ages. Many tasty varieties of fish are taken off the rocks along the Oregon coast. This spot near Yachats is typical of hundreds.

Typical resort cabins among the pines in the Cascade lakes region.

A variety of recreations and charm of surroundings make for an enchanting vacation in Oregon. These folk are spending summer days on Wallowa lake.

Water sports enthusiasts find anything they wish in Oregon. Recreation rather than competition is featured in rowing at Oregon State College at Corvallis on the Willamette river where this eight-oar shell and training barge were snapped.

Golfing is a year around sport in Oregon. Adequate rainfall, green trees, shrubbery and flowers make for perfection in surroundings. This Portland course is typical of many found over the state.

Delightful Golfing Yours in Oregon

Oregon is not only a golf-minded state—it has produced champions and near champions in the international field. Adequate rainfall, green trees, streams and lakes combine to give perfection and beauty of which thousands of golfers have only dreamed.

Fine courses are located in every large community of the state and even some of the smaller towns have intriguing links.

Oregon is an open winter country where folk do not put away their golf bags and fishing tackle with the coming of fall and winter days.

Fields of various recreation are not isolated and separated from each other in Oregon. Some courses, for example, are within a stone's throw of fine fishing streams; others on the edge of beautiful beaches with all the attractions the ocean offers; still others within a matter of a few minutes or an hour's drive of mountain peaks with their fields of eternal snow.

Summer SCHOOLS

The University of Oregon and Oregon State College offer a wide range of courses by nationally known educators in summer sessions. Many students combine summer study with week-end trips into the mountains or to Oregon's beaches.

WINTER SPORTS

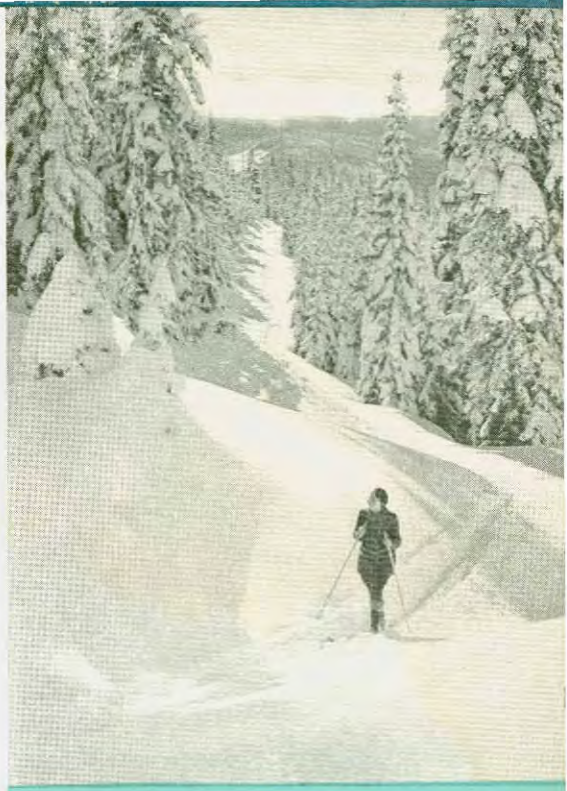
The person who loves winter sports may travel the world over and find few spots that excel the glorious attractions of Oregon's mountain regions. The Cascade Range which divides Western and Eastern Oregon is capped at intervals by peaks that are snow-clad the year through. And, of course, through the winter months the lower levels of these and other mountains are snow blanketed.

Tremendous throngs attend the various ski tournaments arranged by the Oregon Winter Sports Association on Mt. Hood. The State Highway department keeps the highway open from Portland to the snow fields of Mt. Hood throughout the winter. It is but an hour and a half from the sunshine and roses of Portland to the heart of Mt. Hood's snow fields.

Crater Lake National park in Southern Oregon has become a favorite playground for skiers and other lovers of winter sports. The highways from both Medford and Klamath Falls are kept open to Crater lake through the winter. The lake and the majestic mountains around have a double beauty in winter time when all the world is purest white, when every tree is gowned in pearl.

The upper McKenzie river country east of Eugene attracts many mountain sports devotees. Likewise the Cascade region west of Bend, and that of the Santiam canyon in the vicinity of Detroit east of Salem. La Grande in the heart of the Blue mountains and Baker, 50 miles nearer the Oregon-Idaho line, have delightful winter sports territory.

Accessibility of Oregon's choice snow playground areas is one of their great charms. One may literally step from his automobile to his skis.



Informal skiing carries multiplied delight after a fresh snowfall when every tree is dressed in white.

Experts and amateurs alike find Oregon winter sports areas perfection for alpine enjoyment. Highways lead to some of the best.

The new Mt. Hood Timberline Lodge, costing over $350,000, built with federal funds for the pleasure of those loving mountains and snow sports.

The Old Oregon Trail (U. S. 30) is particularly interesting to the person who enjoys his history. Along this section of the route between La Grande and Pendleton the ruts of the oxcarts are still visible as these in the foreground.

The Best Time to **VISIT OREGON**

Hundreds ask us that particular question every year, and it is difficult to give a simple answer without knowing the particular pleasure of the person who asks it.

Generally speaking, Oregon's weather is at its finest from mid-May until October; likewise the outdoors is at its best, and in that season the greatest number of our visitors come.

However, as you've gleaned from reading other pages of this booklet, much of Oregon is a year around playground. The one who loves to fish for big trout, Steelhead and salmon will find the fall and winter months among his favorites. The person who enjoys snow sports will delight in Oregon's winters—mild and gentle in the lowlands; frost kissed and snow cloaked in the mountains.

Oregon's highways are open throughout the year except for sections on two mountain routes in the Cascades.

You can really choose your climate in Oregon most months in the year. The Travel and Information Department of the Highway Commission publishes a leaflet on Oregon's climate which it sends without cost to anyone requesting it.

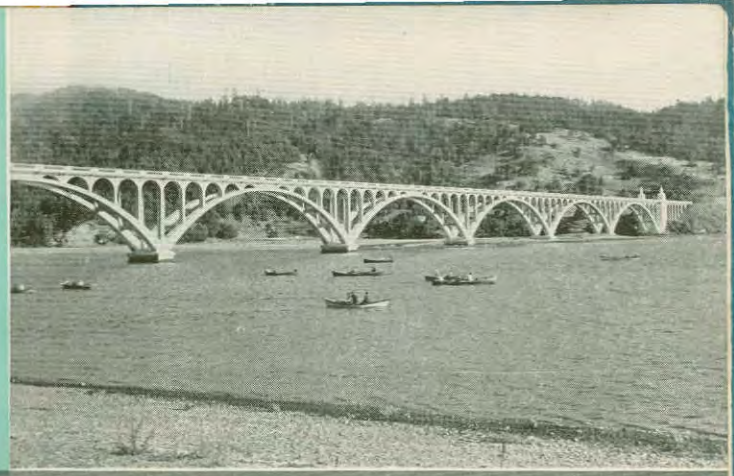
Where the Three Flags highway (U. S. 395) crosses Camas creek south of Ukiah. At right—Statue of the Pioneer on the University of Oregon campus at Eugene.

HUNTING

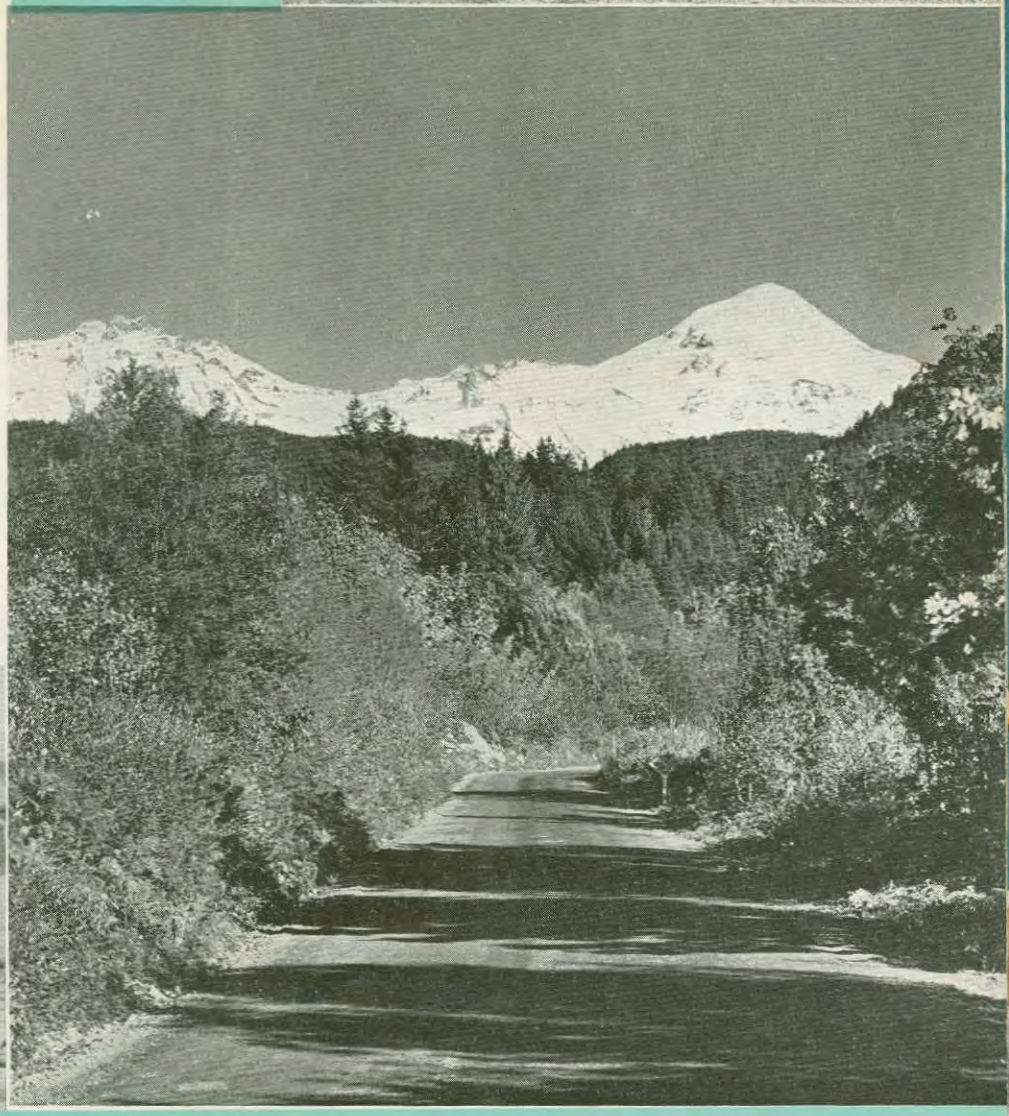
To the hunter Oregon offers a wide range of attraction. Deer, both Columbian blacktail and the larger Mule deer, abound in the state. Elk are to be had in sections of Eastern and Northeastern Oregon. Chinese pheasants are thick in both eastern and western sections of the state. Duck and goose hunters find some of the best shooting to be had anywhere theirs in Oregon. If one has a yearning to bag a bear or cougar, certain sections offer this type of hunting. Guide service may be had at exceedingly reasonable figures. The non-resident hunting license is $15.00. This includes tags permitting the killing of two Columbian blacktail or one Mule deer.

Oregon offers something unique in hunting. A large area has been set aside in Grant county in Eastern Oregon where the bow and arrow constitute the only hunting gear permitted.

Sportsmen trolling for salmon under the Rogue river bridge on U. S. 101. The Rogue and Umpqua river to the north are famed for Steelhead fly fishing.



Deer are growing more, rather than less, plentiful in Oregon.



A glimpse of the McKenzie highway with two of the white clad Three Sisters in background. The road follows the McKenzie river, famed trout stream.

White faced glossy ibis. To the lover or student of bird life Oregon offers a wide range. This photo was taken on the Malheur bird refuge.

Costs SURPRISINGLY LOW

The easy accessiblility afforded to Oregon's recreational and scenic attractions by the state's $200,000,000 system of highways delights the motorist.

And plus this pleasing factor is the low cost at which one may enjoy a vacation in Oregon. This is not a state of artificialities, of resorts designed only for the wealthy, of hotels and stopping places catering only to the one of larger means. Rooms with bath can be obtained in first-class hotels from $2.00 to $4.00. Perfectly satisfactory accommodations may be had for less. Good auto camp cabins may be obtained from $1.00 to around $3.00 a night. One may rent boats for fishing for from $1.00 to $2.00 a day. Riding horses may be rented for as low as $1.00 a day. Oregon's beaches are free—open to the world. But a small percentage of its streams are posted with "no trespass" signs.

The average expenditure of motor vacationists in Oregon in 1937 was only $3.60 a day, and this figure included gasoline.

Safe driving is the fundamental speed law in Oregon, but even on long straight stretches like this one on the Wapinitia cut-off you'll want to pause to drink in the beauty as you roll along.

No Tolls to Pay on Oregon Highways

You pay no tolls when you cross Oregon bridges or travel its highways. The Oregon State Highway Commission in 1936 completed five beautiful bridges on the Oregon Coast Highway (U. S. 101) eliminating the ferries which have transported traffic across major river mouths along the coast. To many the ferry trips were a rest and diversion, but progress demanded bridges in their stead.

Nonresident motorists are required to register their cars within 24 hours after entering the state. No fee is required.

Oregon builds and maintains its highway system through a reasonable gasoline tax.

OREGON IS NOT FAR AWAY

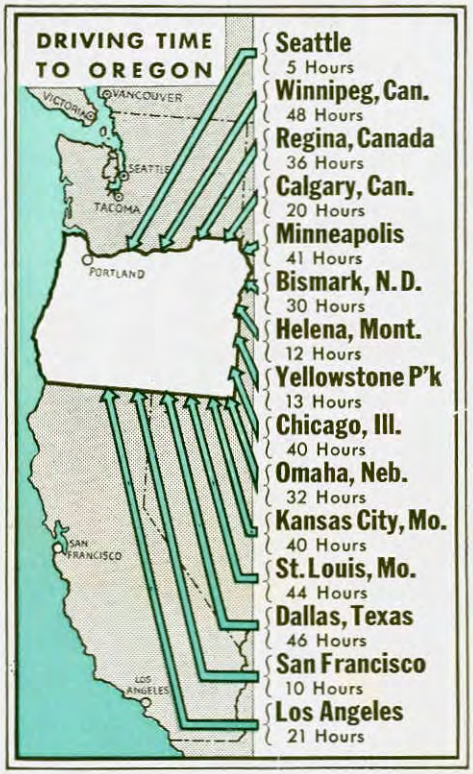
Paved and continually better highways, speedier and more comfortable automobiles have placed Oregon but two to four days away from a vast part of the population of the United States and western Canada. The accompanying graph shows the average driving time from cities over the United States and Canada.

For one who would come to Oregon by railroad or airplane, then travel over the state by stage or automobile, finest services are available. Four transcontinental railways have terminals in Portland. From Los Angeles to Portland—around 1,031 miles—it is but six and one-half hours by plane, 36 hours by comfortable stage or 34 hours by luxurious train. From Chicago planes land passengers in Portland in 13 hours. Trains come through in 39¾ to 57 hours; stages, 70 hours.

Excellent stage systems make virtually all Oregon accessible to the visitor who comes to the state by other means than his own automobile.

Safe Driving Is Basic Speed Law

Safe driving is the basic speed law on Oregon's highways. It is enforced for your protection by a uniformed corps of courteous, intelligent and efficient state police. These officers are always happy to assist or give information to persons driving Oregon highways.



State police who patrol Oregon highways are always ready to assist one in trouble or furnish information.

Typical of new highways under construction in Oregon is the Santiam route over the Cascade Range, yet to be surfaced. On account of the vast national forest area in the state, the federal government builds or helps build considerable highway mileage.

A BRIEF HISTORY

Carrying sea letters granted by George Washington, Captain Robert Gray in his ship, the Columbia, on May 11, 1792, sailed into the river which he named after his vessel. He gave the United States by right of discovery sound argument for claiming the vast region drained by the river—the Oregon country.

Through President Thomas Jefferson's efforts Lewis and Clark were commissioned to explore the country in 1803. They reached the mouth of the Columbia November 11, 1805; built Fort Clatsop, a site near Astoria you may visit today. The ruins of a cairn where they reduced salt from sea water may be visited at Seaside.

On the heels of these explorers came the trappers, John Jacob Astor's Pacific Fur Company in April, 1811, established a fort, the beginning of Astoria, which fell into British hands during the war of 1812.

A provisional government was formed at Champoeg on May 2, 1843—by a margin of two votes, under the American flag. A monument marks the spot on the Willamette river about 30 miles south of Portland.

The territorial government of the Oregon country was proclaimed March 3, 1849. Abraham Lincoln was offered the post of governor but declined because Mrs. Lincoln did not desire to go West.

Oregon was admitted to the Union on February 14, 1859.

On the heels of missionary minded folk who plodded across the plains from 1830 to 1844 came an ever growing stream of oxcarts and covered wagons. Plows swung from them. Inside, were packages of seed—corn, wheat, peas; even wee trees carefully tended along the way, some of which still bloom with every spring.

You who travel along U. S. Highway 30—the Old Oregon Trail—cannot but pause in quiet tribute to those brave men and women of nearly a century ago who fought and plodded westward to build an empire. Unmarked, for the most part, are the graves that dot the historic trail.

They builded well, these pioneers of dwindling number. The seeds they planted, the sterling work they wrought, live on in a land they won—a land that beckons you today and offers much as it did to them of yesterday.

On behalf of the people of Oregon, I invite you to visit our state this year. Its magnificent scenery, diversified recreational resources, delightful climate and splendid highway system, combine to create a perfect vacation land. Just as the pioneer extended the hand of fellowship to those who followed him, Oregonians today hold out a hand of hospitality to those who come to share in the pleasures this great state offers. Please accept our invitation.

Charles H. Martin

Governor of Oregon

1935-1939

Air-conditioned CLIMATE

Nature endowed Oregon with a climate supreme; provided what man's ingenuity has made possible in buildings and on trains through air conditioning. Sunny days but not too warm in summer; cool nights, and through the winter no protracted periods of cold and blizzards. The nature of prevailing winds, the tempering influence of the Pacific ocean with its Japan current sweeping in toward the Oregon coast are major factors in giving the state its magnificent climate.

Oregon really has three climatic regions. A person may journey from one to another within a two-hour drive. Along the coast, rainfall is the heaviest. Snow is a rarity. Inland from the Coast Range mountains paralleling the ocean, lies the great valley region where rainfall is just sufficient to keep the country green and productive. Winters are moderate with infrequent snows. Seldom is it that the fisherman or snow sports enthusiast finds it too stormy to seek out his stream or mountain snow field.

Eastward, across the Cascade Range, are the vast plateau regions with wider variations in temperature. Spring and fall are enchanting seasons. Rainfall is about half that of Western Oregon.

If You Want Added Information

On highway facilities, on specific sections of or attractions in Oregon, please address us. Endeavor has been made to give you as comprehensive as possible a picture of the state and what it offers the vacationist. The photographs used are but samples of the innumerable playgrounds and beauty spots of Oregon. If we may help you with added information, write to TRAVEL and INFORMATION DEPARTMENT, OREGON STATE HIGHWAY COMMISSION, Salem, Oregon.

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