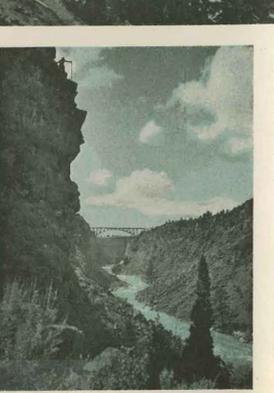


Crater Lake National Park

© PRENTISS



Harp and Liao Rocks, Crater Lake



Crooked River Canyon

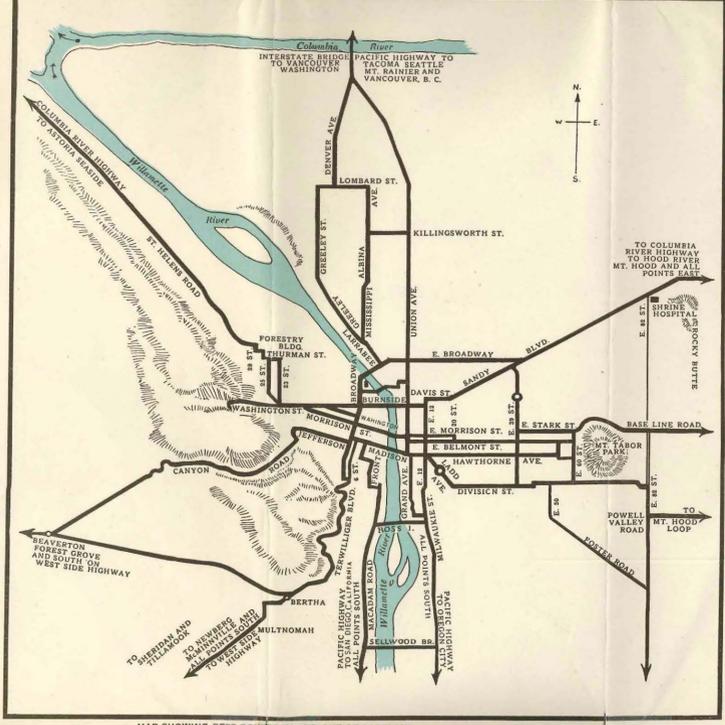


Enjoying The Beach At Seaside Oregon



Crater Lake Trout

© KISER



**Automobile Camp Discontinued**

Automobile tourists are notified that the municipal automobile camp in Portland, Oregon, has been discontinued. Excellent accommodation to meet the requirements of all tourists will be found in the ninety-eight hotels of Portland, at reasonable rates, or in the private automobile camps on the outskirts of the city.

**Portland's Climatic Conditions for 1926**

Average mean temperature for year, 56.8 degrees.  
 Average mean temperature for August, 69.2 degrees.  
 Average mean temperature for February, 48.7 degrees.  
 Actual rainfall, 41.7 inches.  
 Normal rainfall, 43.24 inches (less than New York).  
 Hurricanes and destructive storms, or intense heat, are unknown to Portland.  
 Portland is the center of the great paved and scenic highway systems of the Pacific Slope. The longest paved scenic highway, the Pacific Highway, and the world's most famous scenic highway, the Columbia River Highway, meet at Portland.  
 Portland has one of the purest water supplies in the world. Water 99% pure is supplied from Bull Run Lake, which is fed by springs whose sources are the snowfields of Mt. Hood.  
 Portland has unlimited supply of cheap gas, electric light and power generated at great hydro-electric plants situated on her mountain streams.

**PORTLAND OREGON**  
 The Columbia River Highway

\*917.95  
 #91.26  
 †1927,  
 ‡2.2

OREGON COLLECTION

**PORTLAND OREGON**  
 The Columbia River Highway

PORTLAND CHAMBER OF COMMERCE OREGON BUILDING



Oregon Timber

**PORTLAND**  
 The Convention City and Recreation Center

A delightful climate, full recreational advantages, excellent hotel accommodations and fast direct transportation facilities are the four major requirements that both convention delegates and vacationists should demand and have the right to enjoy. Portland offers all of these. Magnificent scenery, colorful and fascinating surrounds Portland. Furthermore, it is as varied as it is beautiful. Hundreds of miles of paved highways, electric interurbans, steam lines and water transport, make it all easily and quickly accessible. You have only to choose—the beaches, the mountains, forests, valleys, lakes, waterfalls or snowfields, and within a few minutes or a few hours at most you can be enjoying them.

And, best of all, a gentle temperate climate makes them all the more enjoyable. Extreme heat or cold is practically unknown to Portland. The mean average temperature for 1926 was 56.8 degrees. During February, the coldest month, the mean average temperature was 48.7 degrees, and for August, the hottest month, the average was 69.2 degrees. Such temperatures spell "comfort"—and for the summer "conventionaire" means opportunity to attend interesting sessions uninterrupted by sweating and encroaching water.

To comfort, Portland adds convenience and facilities for conventions, because it owns and operates the Municipal Auditorium, a structure especially designed and built for large gatherings. The auditorium has a seating capacity of more than 5500 and is so constructed that it can be arranged either for small or large audiences or for several different meetings at the same time. There is a new Civic Stadium (completed in 1926) seating 25,000 people, for the accommodation of larger gatherings.

THE HOTEL ACCOMMODATION IN PORTLAND is uniformly better than that of any city its size in the United States and the rates are reasonable, even at the height of the tourist season. There are 10,500 rooms available, in addition to accommodations provided in first class apartment houses. Many of these hotels are housed in magnificent buildings, new and modern. They are situated within a few blocks of each other and within walking distance of the auditorium and all the principal public buildings. The proprietors and their staffs are anxious to render every courtesy to the tourist and convention delegate, and pride themselves upon their service.

THE RETAIL STORES OF PORTLAND should be visited by every delegate, especially the ladies. Portland has some of the finest stores on the Pacific Coast. Being so far away from the eastern jobbing centers and manufacturers, they are compelled to carry large stocks in every line. The proximity of Portland, through its world port, to the Orient and Europe enables all our stores to carry a large variety of imported staples and of porcelain, bric-a-brac, and articles particularly suitable for gifts, that should interest all our visitors.

Special Low Summer Fares Upon All Railroads

One of the most delightful features of a vacation spent in Portland is the trip by rail. The tourist or convention delegate has the choice of several routes, going and returning, and is long enough on the train to form pleasant companionships, to enjoy a complete change and rest with the modern conveniences that are provided by the improved sleeping-cars, the elegant observation and club cars, with first class meals in the dining cars, similar to those served in any first class hotel. To these creature comforts and personal pleasures, must be added the delight of passing through some of the choicest and most varied scenery in America—the prairies with waving golden grain, the foothills and cattle ranges of the pioneer western ranches, the snow-capped mountains, pissing canyons, the flowing rivers and the leaping cascades, and, on the western slope of the mountains, the fruit-laden orchards, the mighty forests, and the green pastures.

**HOW TO REACH PORTLAND, OREGON AND ALL PACIFIC COAST RESORTS BY AUTOMOBILE FROM THE MIDDLE WEST AND EASTERN STATES**

DISTANCE FROM PRINCIPAL WESTERN CITIES TO PORTLAND, OREGON	
Cities	Miles
Denver	1,445
Chicago	1,332
Salt Lake	965
Yellowstone Park	945
Electric Park	741
Spokane	440
Los Angeles	1,175
San Francisco	718
Vancouver, B. C.	367
Victoria, B. C.	283
Seattle	283
Tacoma	162

THESE DISTANCES VARY OVER DIFFERENT ROUTES

The above map is designed to show the best route to Portland, Oregon, and the resorts of the Pacific Coast. Motorists will find the Old Oregon Trail, from Pocatello west, in first-rate condition and that it is a much easier and more comfortable means of reaching the Pacific Coast. It is the only route with a water grade through the Cascade mountains. It is not only the route that will save motorists the most grief, but is the one that is intensely interesting through its history and its associations. It is the route of the "Covered Wagon" to what was designated in those days by the pioneers themselves "The Land of Opportunity and Heart's Desire." It is the route made famous by President Harding only a month before his tragic death when "a top of the Blue Mountains," he dedicated the Old Oregon Trail for all time as a national highway.

The Columbia River Highway, the most famous and most scenic of all the highways of America, and unsurpassed in the known world, is part of the Old Oregon Trail. When the motorist reaches Portland he has the choice of visiting any resort on the Pacific Coast through the state of Washington to the interesting country in British Columbia in the north, and California to the south, every mile of which is over a paved road.

In taking the Old Oregon Trail to the west and the paved highway to the north or south the crossing of deserts and of difficult mountain passes is eliminated.

The tourist has a choice of routes for the return trip which can be better selected after a few weeks spent on the coast.

Every main highway in Oregon and the Pacific Northwest is a paved, macadamized, or a finely gravelled surface, but mostly they are paved and motorists can enjoy a summer vacation with their families in Oregon and the Pacific Northwest, in our wonderful summer climate, better than in any part of America.

**Portland the Residential City**

Portland, the Residential City, is noted for its charm. Beautiful residences, in districts of surpassing beauty invite relaxation and rest for the business man and worker. Miles of shaded streets, lined with hedges of the world's finest roses, make Portland residential districts beautiful beyond compare. Portland's famous Rose Festival is held each year in the middle of June.

Twenty-four public playgrounds, and park areas totaling 2182 acres, assure plenty of opportunity for recreation and play.

Washington Park, situated on the western hills, above the city, contains trees and bushes from every part of the world. An animal and bird zoo delights the children with its quaint and queer creatures.

Laurelhurst Park, on the east side, is shaded with majestic firs, towering hundreds of feet in the air. Ducks and swans on Laurelhurst Lake are always a delightful attraction for the children.

Other parks conveniently located throughout the city are all-year 'round gathering places for young and old.

**Portland the Port and Terminus**

Portland has one of the finest fresh water harbors in the world and is the third largest port for export tonnage on the Pacific Coast. It is located at the confluence of the Willamette and Columbia Rivers, the same distance from the sea as Philadelphia. There are 54 steamship lines reaching all the important ports of the world.

The Columbia River entrance is excelled by few parts of the world in either depth or width of channel. Comparison of fog hours at the lightships of Pacific ports shows there is much less interference with navigation from this cause at the Columbia River entrance than at the other ports.

There are twenty-nine miles of waterfront within the city limits offering ample moorage space. Eleven privately owned lumber docks, eleven flour and grain docks and five general cargo docks available for sea-going vessels, and four municipal terminals, with eight docks and four slips are necessary to handle the four and one-half million tons of cargo passing through the city. Two dry-docks—one of 10,000 and one of 15,000 tons capacity, are owned by the Port of Portland.

Four transcontinental railway systems have their terminus at Portland, although the city is served by ten railroads which connect with every important transportation system in the United States. The city is also served by several important steamship lines, via the Columbia River Route.

**Portland the Industrial City**

Portland, the Industrial City, ranks high among producers of natural wealth. The total value of the manufactured products of the State, of which a large share originates in Portland, is \$380,000,000.

Lumber manufacturing is the leading industry, the Portland district comprising mills in and near the city, producing the largest amount of lumber in the world. A very large share of this huge production is shipped to foreign countries and constitutes a big proportion of the exports of the city.

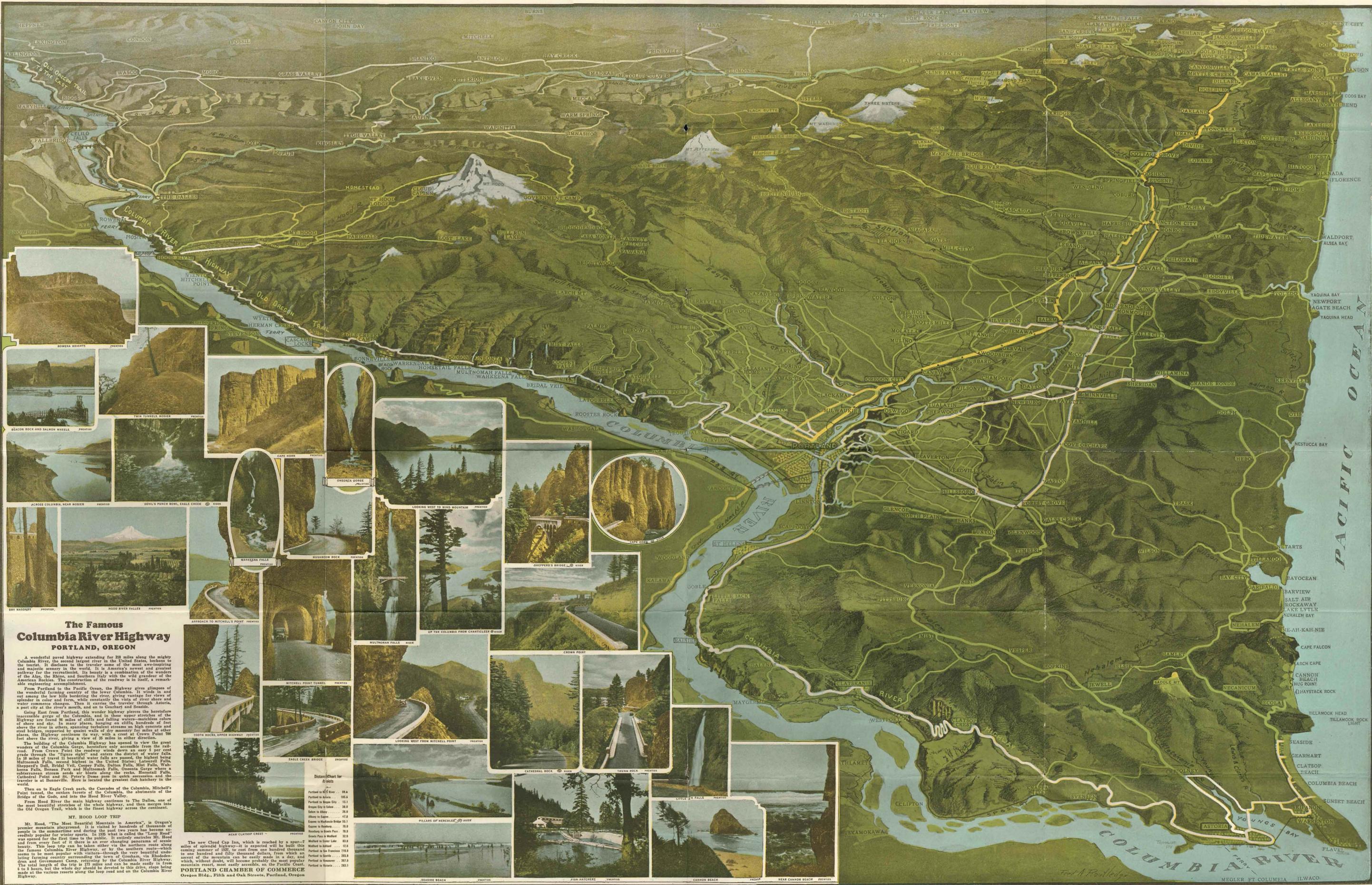
There are over 1100 manufacturing plants in Portland covering a diversified list of industries. Portland is the new wool center of the nation. Wool is manufactured in the state where it is grown, and in the city where climate, water and atmospheric conditions assure the finest woolen manufacturing conditions in the United States. Portland is the new great center of the furniture industry of America with an unlimited supply of the woods necessary for furniture. There is an abundant supply of hydro-electric power, cheap gas, and efficient labor.

**Portland the Financial Center**

Portland, the city of wealth, draws this name from the great influence wielded from this territory throughout the Northwest, in matters of finance and capital. Owing to its position as the gateway of the great Inland Empire of the Columbia River, the city benefits from the huge annual production of natural wealth taken out of this district. Portland is the pre-eminent bond and mortgage market of the Pacific Northwest. Bank clearings for 1926 amounted to \$2,103,840,193.06. Study Portland's future, investigate her opportunities.



Portland's Public Library 10th & Yamhill Sts  
 Portland's City Hall 5th & Madison Sts  
 Children's Parade - Laurelhurst Park  
 Municipal Auditorium and Convention Halls Third and Clay Sts.  
 Multnomah County Court House 4th & Salmon Sts  
 Municipal Terminal No. 4-In Lower Harbor



### The Famous Columbia River Highway PORTLAND, OREGON

A wonderful paved highway extending for 213 miles along the mighty Columbia River, the second largest river in the United States, beckons to the tourist. It discloses to the traveler some of the most awe-inspiring and majestic scenery in the world. It is America's newest and greatest pathway for the recreationist. Its beauty is a combination of the wonders of the Alps, the Rhine, and Southern Italy with the wild grandeur of the American Rockies. The construction of the roadway is in itself a remarkable engineering accomplishment.

From Portland to the Pacific Ocean, the Highway gives glimpses of the wonderful farming country of the lower Columbia. It winds in and out among the low hills bordering the river, giving varying far views of splendor in color and form, while constantly the vista of river shore and water comes changing. Then it carries the traveler through Astoria, a port city at the river's mouth, and on to Gearhart and Seaside.

Going East from Portland, this wonder highway pierces the heretofore inaccessible crevices of the Columbia, and in these upper stretches of the Highway are found 96 miles of cliffs and falling water—hundreds of feet above the river in abeyance, spanning turbulent streams on high concrete and steel bridges, supported by quaint walls of dry masonry for miles at other places, the Highway continues its way with a crest at Crown Point 799 feet above the river, giving a view of 35 miles in either direction.

The building of the Columbia Highway has opened to view the great wonders of the Columbia Gorge, heretofore only accessible from the railroad. From Crown Point the roadway winds down an easy 3 per cent grade through the "river slot" and enters the district of water falls in 10 miles of travel. 11 beautiful water falls are passed, the highest, Multnomah Falls, second highest in the United States, Latouche Falls, Shepperd's Dell, Bridal Veil, Coopy Falls, Dalton Falls, Mist Falls, Horner Falls, Benson Park and Multnomah Falls. Oneskia Gorge where a subterranean stream sends air blasts along the rocks, Horner Falls and Cathedral Point and St. Peter's. These gorges in quick succession and the traveler is at Bonneville. Here is located the greatest fish hatchery in the west.

Then on to Eagle Creek park, the Cascades of the Columbia, Mitchell's Point tunnel, the mature forests of the Columbia, the abutments of the Bridges of the Gods, and into the Hood River Valley.

From Hood River the main highway continues in The Dalles, one of the most beautiful stretches of the whole highway, and then merges into the Old Oregon Trail, which the floor highway crosses the continent.

**MT. HOOD LOOP TRIP**  
Mt. Hood, "The Most Beautiful Mountain in America," is Oregon's premier mountain playground. It is visited by hundreds of thousands of people in the summertime and during the past two years has become exceedingly popular for winter sports. In 1925 what is called the "Loop Road" was opened for the first time to the public. It entirely encircles Mt. Hood and from every foot of it there is an ever changing panorama of scenic beauty. This loop trip can be taken either in the northern route along the famous Columbia River Highway, or by the southern route—along the town of Creswell, via Bladenwood, Government Camp, returning by the Columbia River Highway.

The total length of the trip is 113 miles and can be made in from 4 to 8 hours, but the whole day should be devoted to this drive, stops being made at the various resorts along the loop road and on the Columbia River Highway.

Distance Chart for Autoists

Portland to Mt. Hood	68.4
Portland to Astoria	105.4
Portland to Seaside City	121.1
Seaside City to Gearhart	38.2
Gearhart to Astoria	28.0
Astoria to Eugene	112.8
Eugene to Multnomah Falls	55.1
Multnomah Falls to Hood River	78.0
Hood River to Seaside Park	72.8
Seaside Park to Medford	32.0
Medford to Crater Lake	112.8
Crater Lake to Prineville	118.3
Prineville to Astoria	208.3
Astoria to Bonneville	207.0
Bonneville to Astoria	202.5

The new Cloud Cap Inn, which is reached by a spur of miles of automobile highway—it is expected will be built this coming summer of 1927, to cost from one hundred thousand to one hundred and fifty thousand dollars, from which an ascent of the mountain can be easily made in a day, and which, without doubt, will become probably the most popular mountain resort, most easily accessible, on the Pacific Coast.



PACIFIC OCEAN

COLUMBIA RIVER  
MEGLER FT. COLUMBIA ILWACO