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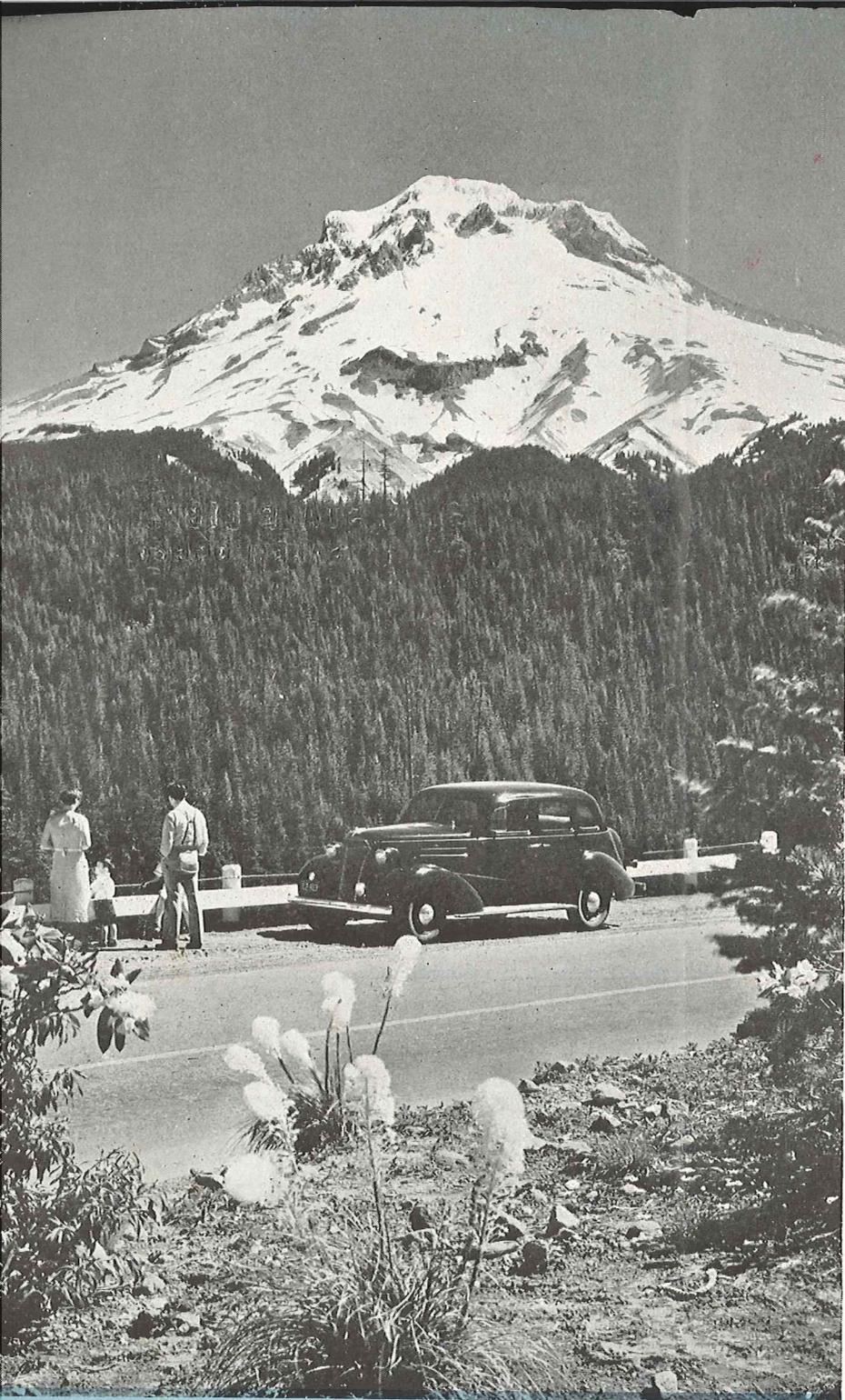
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Mt. Hood, 11,225 feet high, eternally cloaked in snow, is one of the choicest all-year recreational areas in the Pacific Northwest. This photograph was taken in rhododendron time on the Mt. Hood Loop Highway.



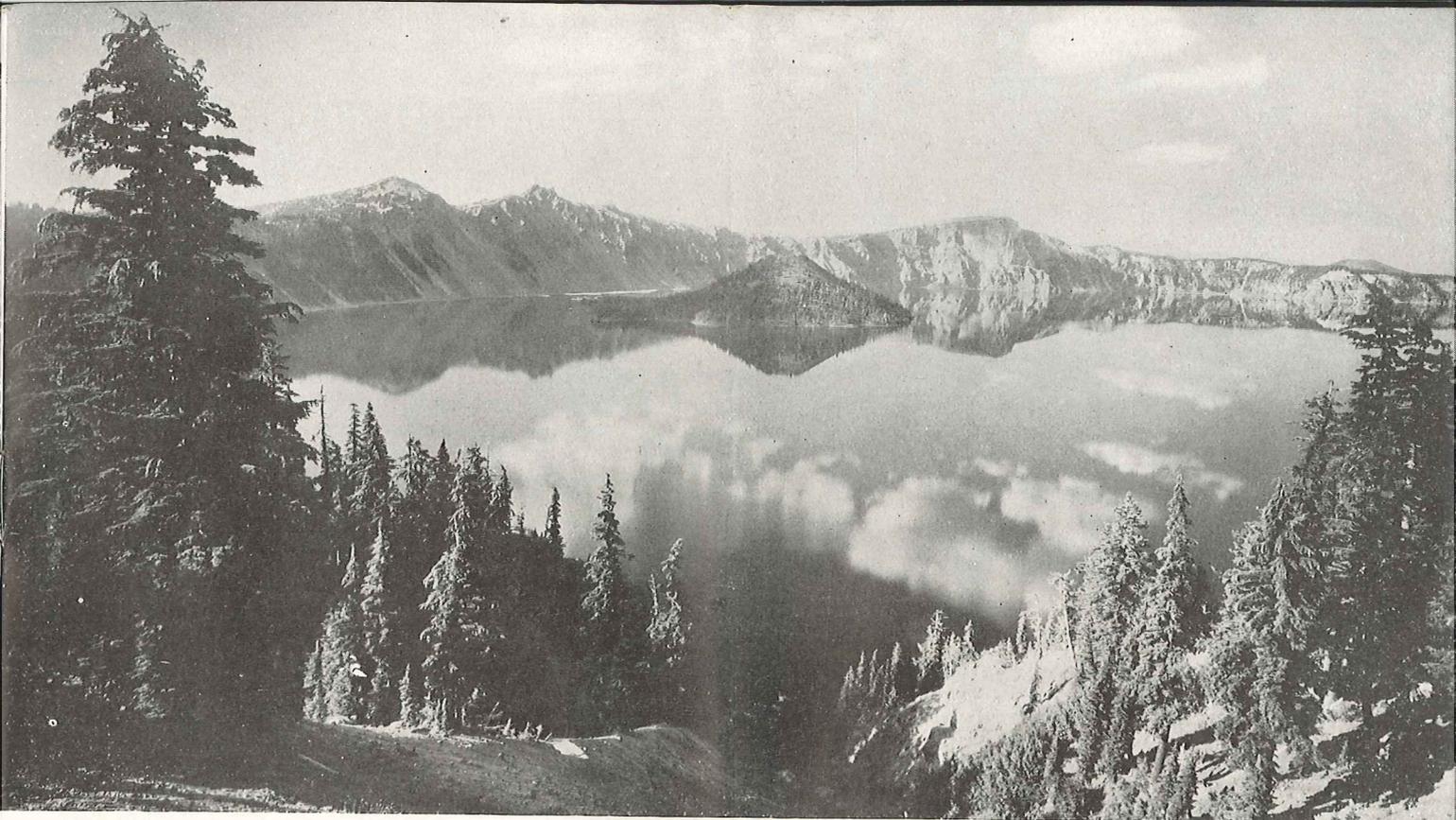
Oregon INVITES YOU

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.

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.

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.

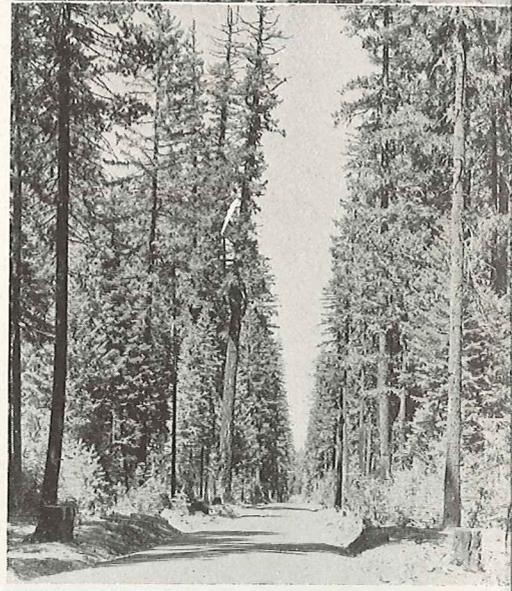
Countless of last year's visitors have written to say that they have decided to come back again this year or next. We know that if you come you will not be disappointed; that you will tell us that this booklet which describes but representative spots and areas of Oregon gives only an index of what the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

Coming to the Fair at San Francisco?

If so, make it your opportunity en route to or from the Golden Gate International Exposition this year to visit Oregon—to spend part of a glorious western vacation in this state's truly all year around playground.

Study the highway guide and distance map on pages 16 and 17 of this booklet. See how easy it is to run up from San Francisco to Oregon or from Oregon south to San Francisco. It is an easy ten hours drive from Oregon's southern border to San Francisco and only 21 hours to Los Angeles. And a glorious country waits you in Northern California whether you travel through the giant trees of the Redwood Empire or further inland through the famous Shasta-Cascade Wonderland country.

Oregon is really the travel hub or focal state on the Pacific Coast.



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.

Seattle, Washington's largest city, is but a five hours distance from Portland, Oregon. Vancouver and Victoria in British Columbia are both within a comfortable day's drive from Portland.



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 lead into the heart of these mountains.

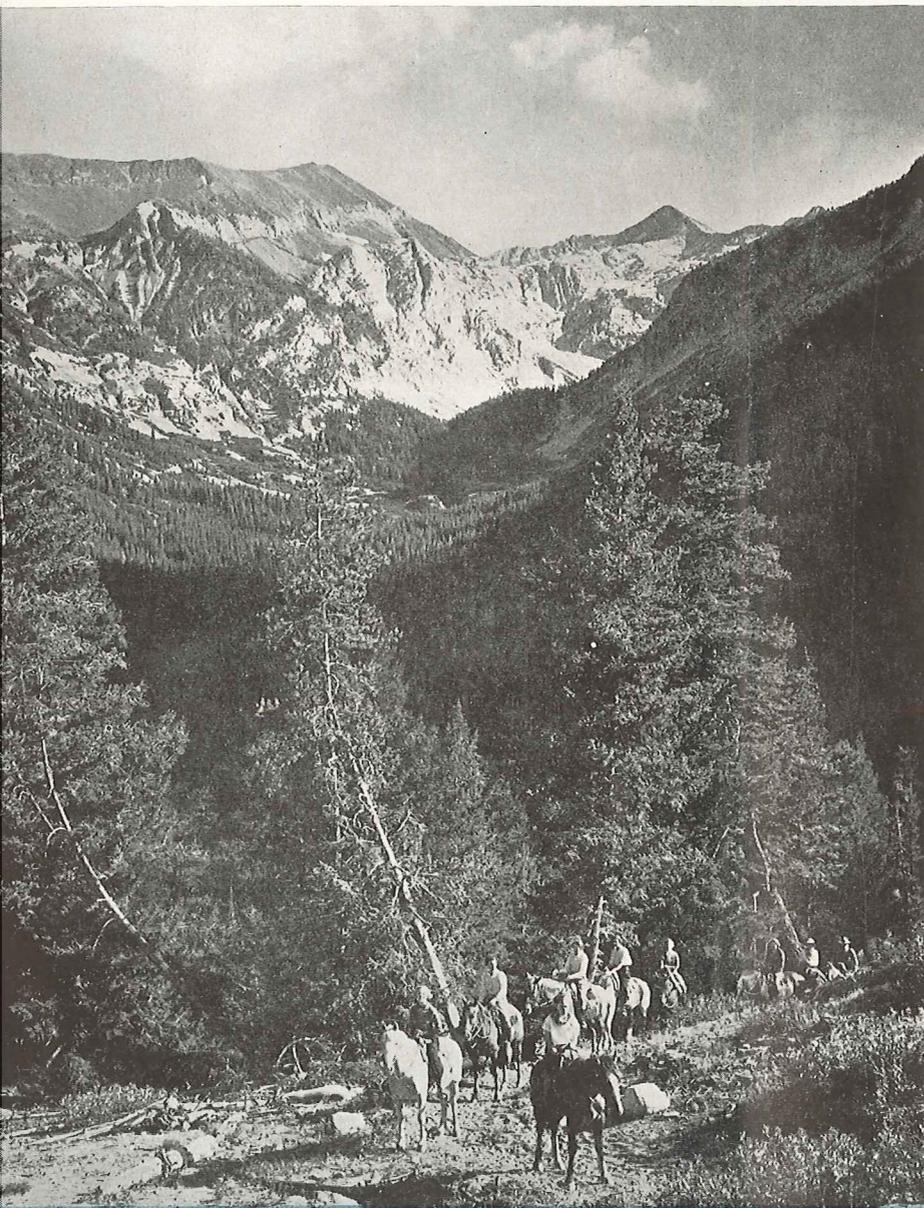
Crater lake in Crater Lake National park in the southern end of the Cascades is reached via U. S. Highway 97 from Bend and Klamath Falls or from U. S. Highway 99 out of Medford. In the crater of a once gigantic volcano reposes this lake of indescribable indigo blue. It is six miles in diameter and 2,000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

The Mt. Jefferson area, including the region of the Breitenbush, is a highly popular region.

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

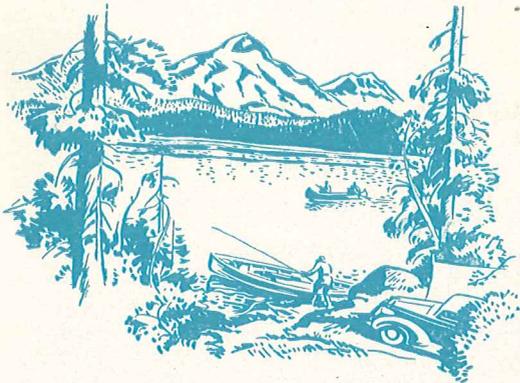
For the one who loves mountain horseback trips, the Sky Line Trail from the Columbia river to Crater lake offers the grandest mountain journey—over 300 miles—to be found in the West. Of course, shorter trips may be taken.

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



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.



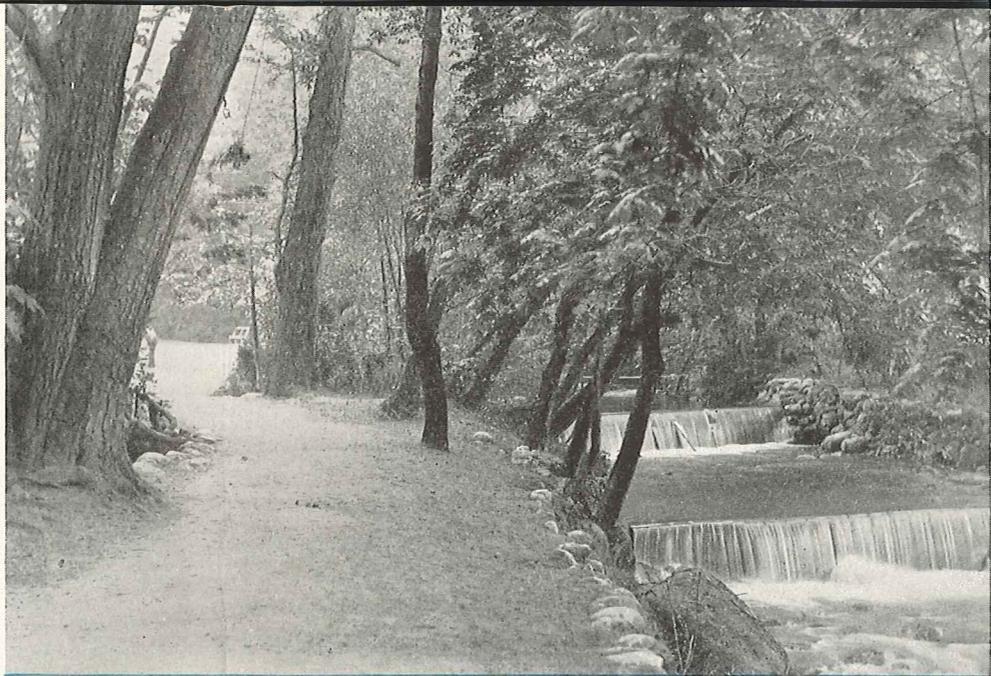


Crater lake, hotel accommodations are available. The Oregon Caves chateau-type hotel built from huge logs and timbers and finished in maple, madrona and other woods is an outstanding stopping place of the West. The Caves, 50 miles south of Grants Pass, are reached via U. S. Highway 199 which connects with 99 at Grants Pass and 101 at Crescent City, California. The Caves are in that intriguing western area known as the Redwood Empire. U. S. Highway 199 is an Oregon gateway to and from the giant redwoods country of Northern California.

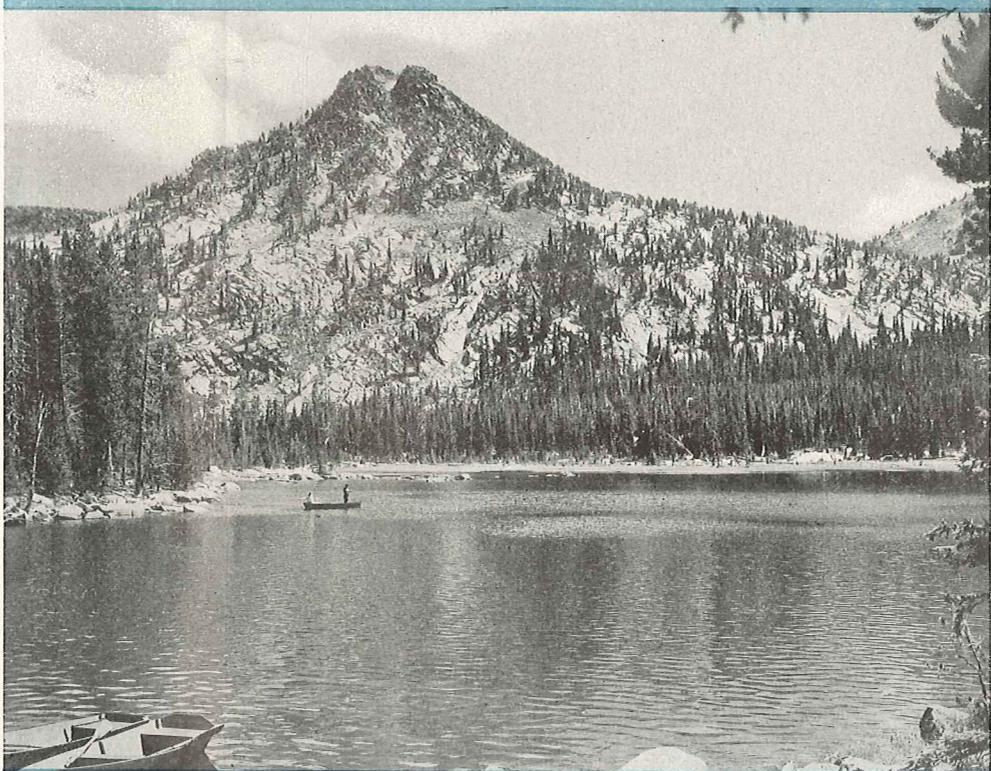
In the Willowa mountains of Northeastern Oregon, Uncle Sam has set aside a great primitive area appropriately called "The Switzerland of America". The state maintains a fine highway to Willowa lake where an excellent resort is located and from which point you may go into the mountains and interior lake basin by saddle trail.

The Blue mountains in the region of Pendleton, La Grande and Baker constitute another extraordinary recreational area in Oregon. Olive and North Powder lakes and many small rivers and creeks afford excellent fishing. Some of the finest deer hunting in Oregon is to be found in the Blue mountains.

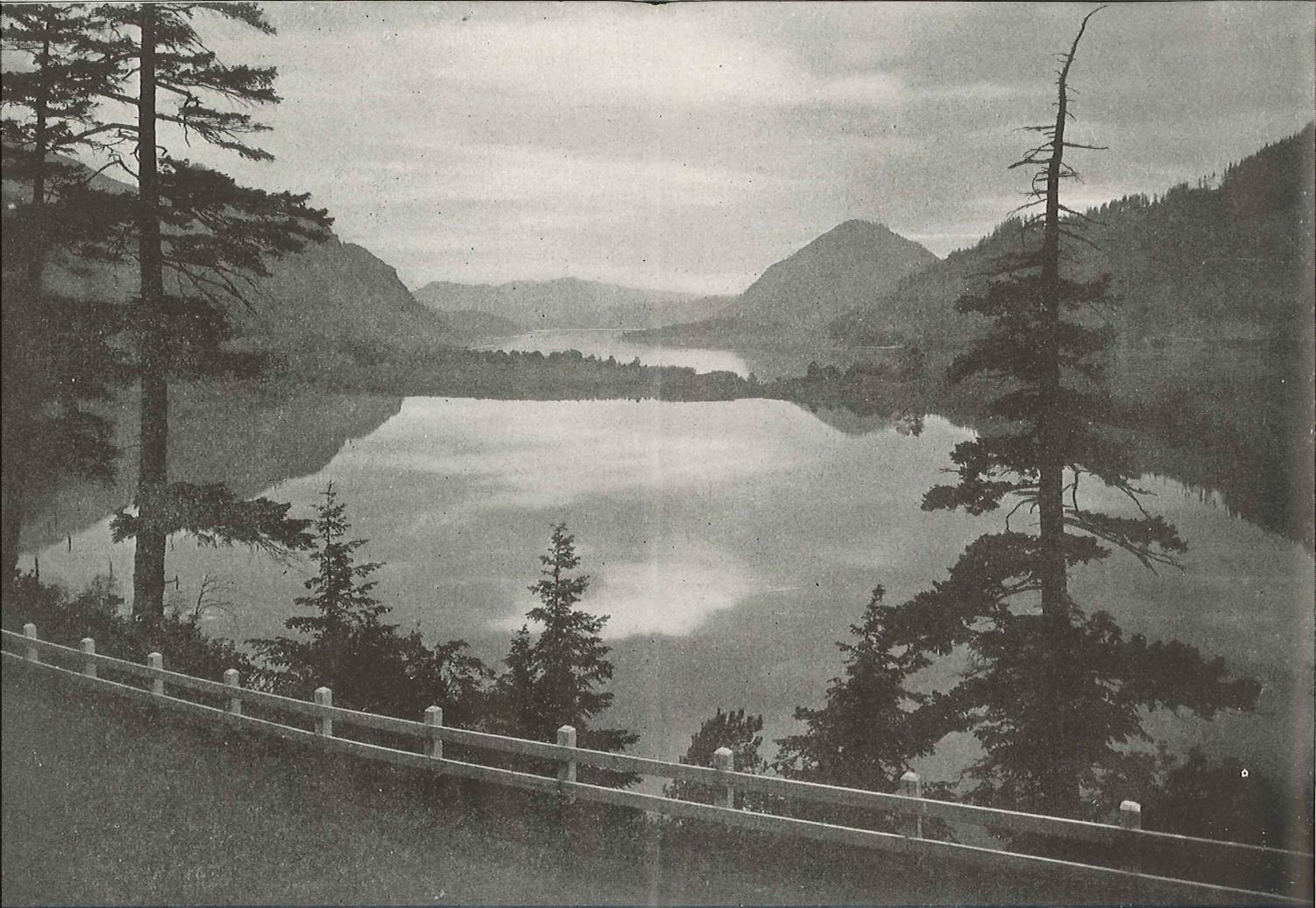
Reached from Baker or Willowa lake is Hell's Canyon (the Grand Canyon of the Snake), a chasm one thousand feet deeper than the Grand Canyon of the Colorado.



Cities of Oregon have delightful public parks. This is Lithia park in Ashland on U. S. Highway 99 near the Oregon-California border.



Anthony lake, a choice playground spot near Baker and La Grande, easily reached from U. S. Highway 30, "The Old Oregon Trail".



The mighty Columbia at sunset, a view taken from the Columbia River Highway, one of the world's most magnificent drives. From Astoria at the mouth of the

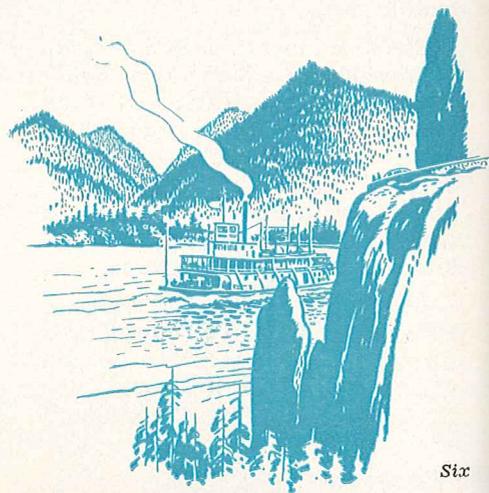
river the highway (U. S. 30) follows the mighty stream eastward through the Cascade Range, across the vast Eastern Oregon country thence over into Idaho.

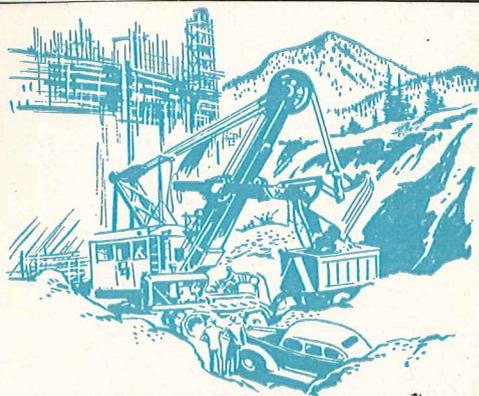
Columbia River Highway AND BONNEVILLE DAM

From historic Astoria at the mouth of the Columbia, the Columbia River Highway, a part of U. S. Highway 30 which runs across the United States, follows the river eastward. The Columbia between Astoria and Portland is broad and deep and still. From the highway you will see ships of the seven seas steaming up and down the river, the second greatest on the con-

continent. The salmon fishing fleet at Astoria, the big fish canneries, the sawmills and pulp mills along the river,—all will interest you.

Eastward from Portland the highway winds and cuts its way through the mighty gorge of the Columbia. Mile on mile the highway is hewn out of solid rock precipices. A dozen enchanting waterfalls, some so close

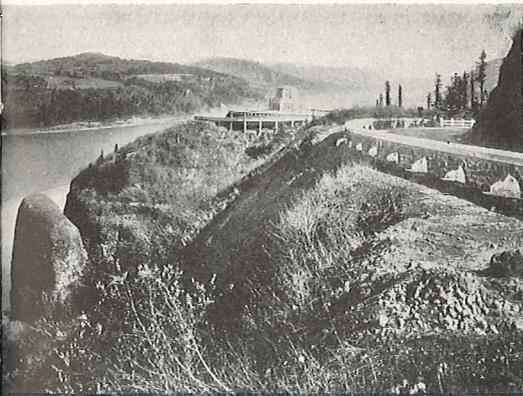




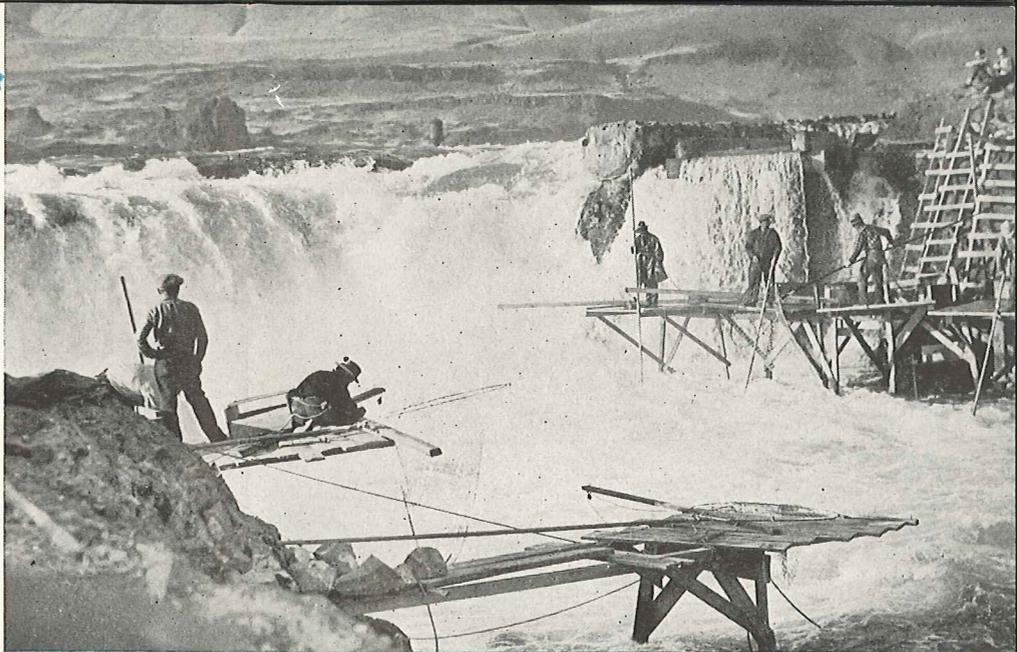
to the highway that you will feel their mist, drop down the walls of the gorge on the Oregon side.

From The Dalles eastward, the highway—which is the Old Oregon Trail—cuts through endless miles of sagebrush and range country, through great wheat fields in the Pendleton region, through charming irrigated sections, then over the Blue mountains to Ontario and into Idaho.

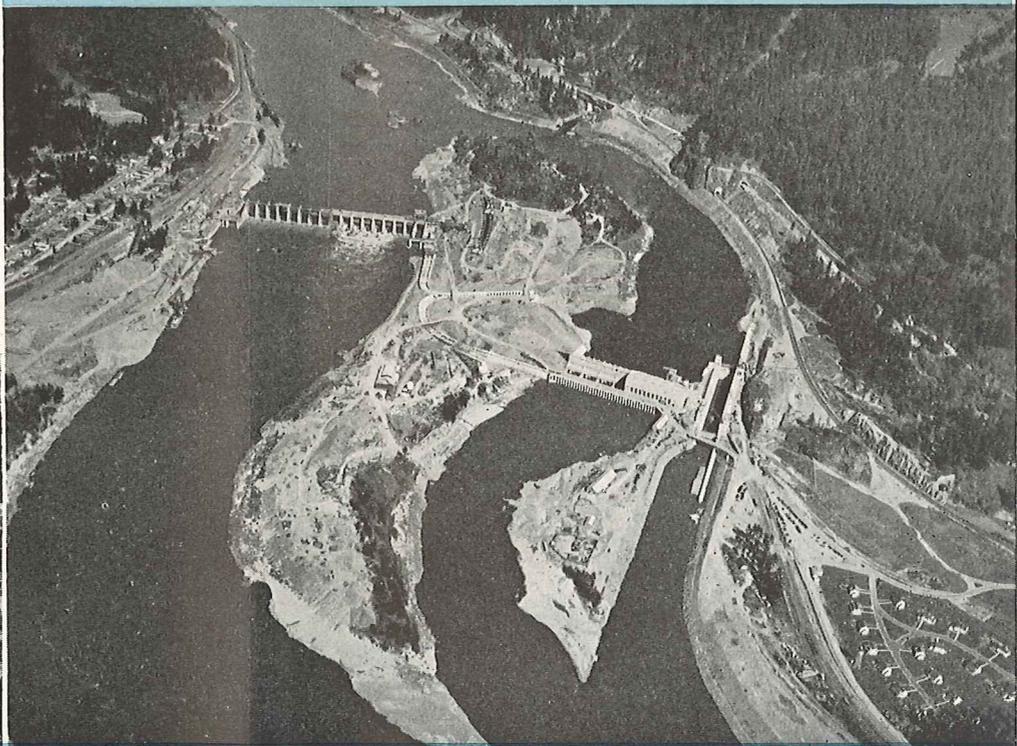
The Columbia river has a multiplied interest for the motorist today because of the gigantic power and navigation dam just completed at Bonneville, 42 miles east of Portland. The \$74,000,000 federal project will provide nearly 600,000 horsepower when fully installed. It has created a deep lake 50 miles inland to The Dalles on which ocean-going vessels may navigate. The tremendous scale of the undertaking captivates the on-looker. The Columbia River Highway passes right alongside the great project.



At left—the Vista house on the Columbia River Highway (U. S. 30). At right—airplane photo of Bonneville dam, where Uncle Sam has built one of his greatest



By early treaty, Indians, enjoy fishing rights at Celilo falls on the Columbia near The Dalles. Thousands stop to watch them spear and net the salmon fighting their way upriver to the spawning grounds.



projects harnessing the Columbia's might. The highway passes alongside the dam and permits a magnificent view of the gigantic development.



Multnomah falls, a lacy ribbon of misty white, dropping 620 feet down the walls of the Columbia gorge. One of a dozen majestic waterfalls along the Columbia River Highway—U. S. 30—Old Oregon Trail.



Major Events

Every June—this year June 7 to 10—the Portland Rose Festival attracts thousands to witness the most gorgeous pageantry of flowers staged anywhere.

Each September the Old West is relived again in all its color and glamour at the Pendleton Round-Up—this year September 14, 15 and 16. Cowboys from all over the western states and Canada come to compete in the steer-roping, bull-dogging and bucking contests. Covered wagons and stage coaches rumble. Indians from over the Northwest come with their tepees, papooses and all they own, to participate in the white man's show.

Nor should you miss the Pacific International Livestock Exposition which is held in Portland—this year October 7 to 14; the Oregon State Fair, held at Salem, September 4 to 10; Shakespearean Festival at Ashland, August 4 to 12; the Astoria Regatta, August 30, to September 2.

Ready TO HELP YOU

Not only the Travel and Information Department of the Oregon State Highway Commission at Salem but chambers of commerce, and offices of the Oregon State Motor Association will be glad to furnish you with information on Oregon's scenic and recreational attractions, resort areas and highways. Also, you will find all of the better class hotels, auto camps and service stations pleased to help you with information.

Free Information Books

The following additional booklets are published by the Travel and Information department and are sent free if you but request them:

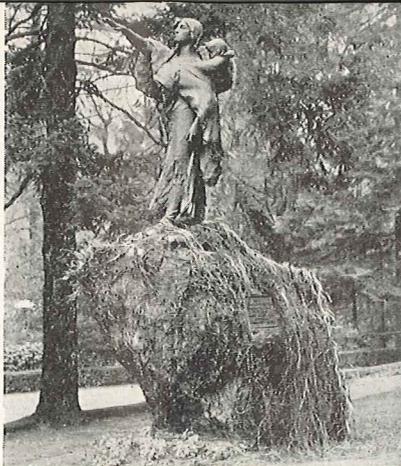
FISH OREGON WATERS, a comprehensive booklet on fishing in Oregon.

OREGON—GEOLOGIC AND WILD FLOWER WONDERLAND, an authoritative booklet (in color) on Oregon's wild flowers and geological attractions.

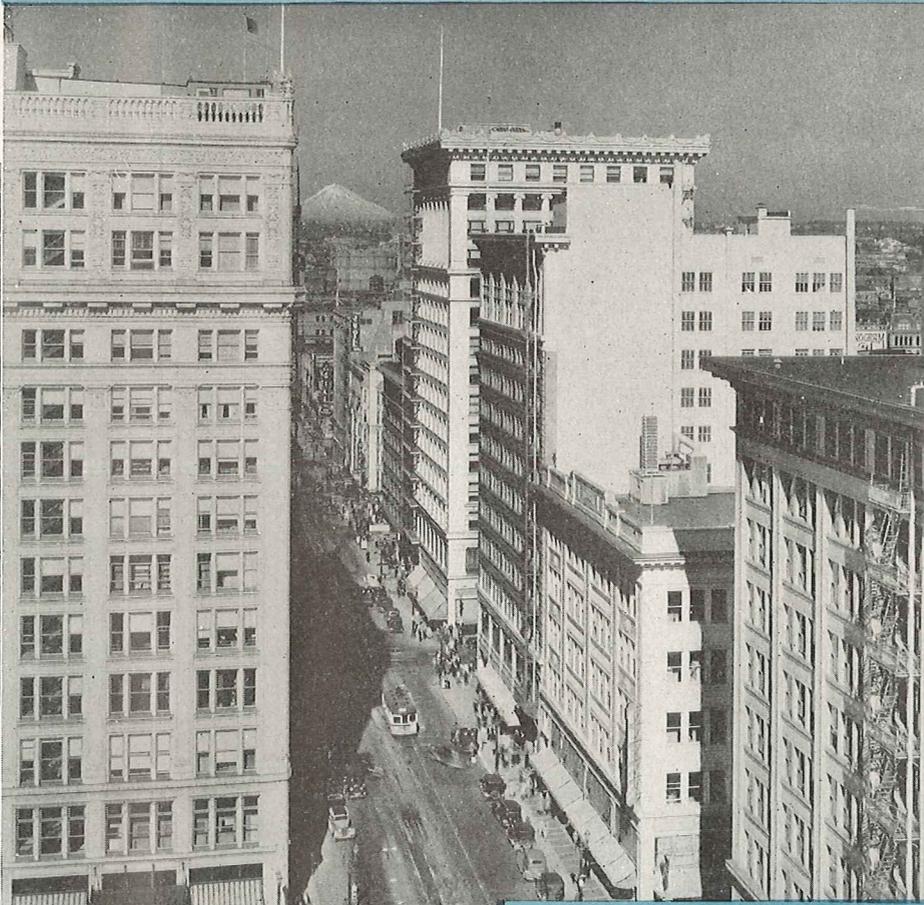
OREGON STATE PARKS, an illustrated folder on state owned parks.

OFFICIAL OREGON STATE HIGHWAY MAP.

Address: **Travel and Information Department, Oregon State Highway Commission, Salem, Oregon.**

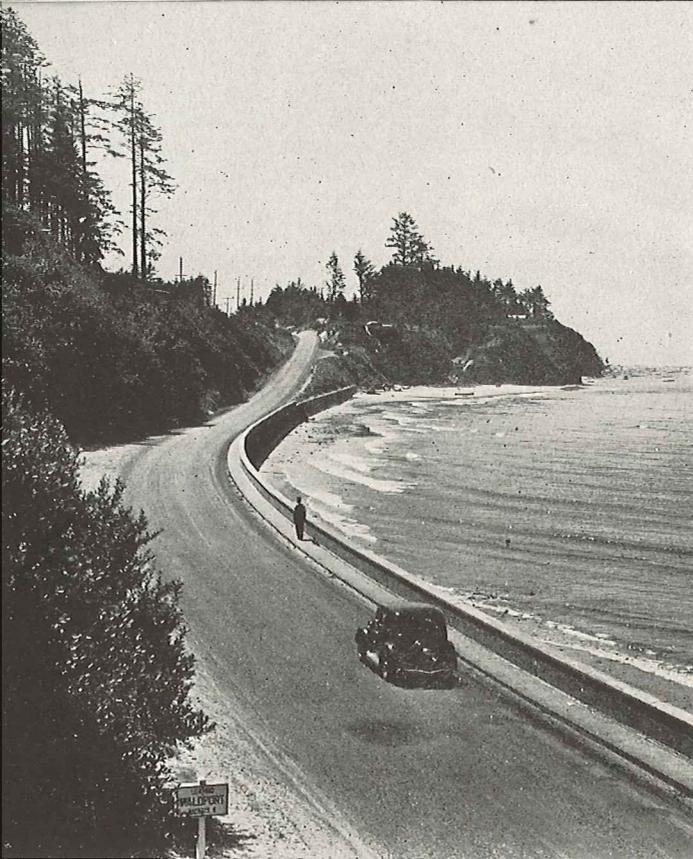


Statue of Sacajawea, Indian woman who guided Lewis and Clark, in Washington park, Portland. Right—inside the Oregon Caves, another wonder work of nature, near Grants Pass.



Typical of the hundreds of floats entered in the floral parade of Portland's Rose Festival each June is this creation using tens of thousands of gorgeous blooms.

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

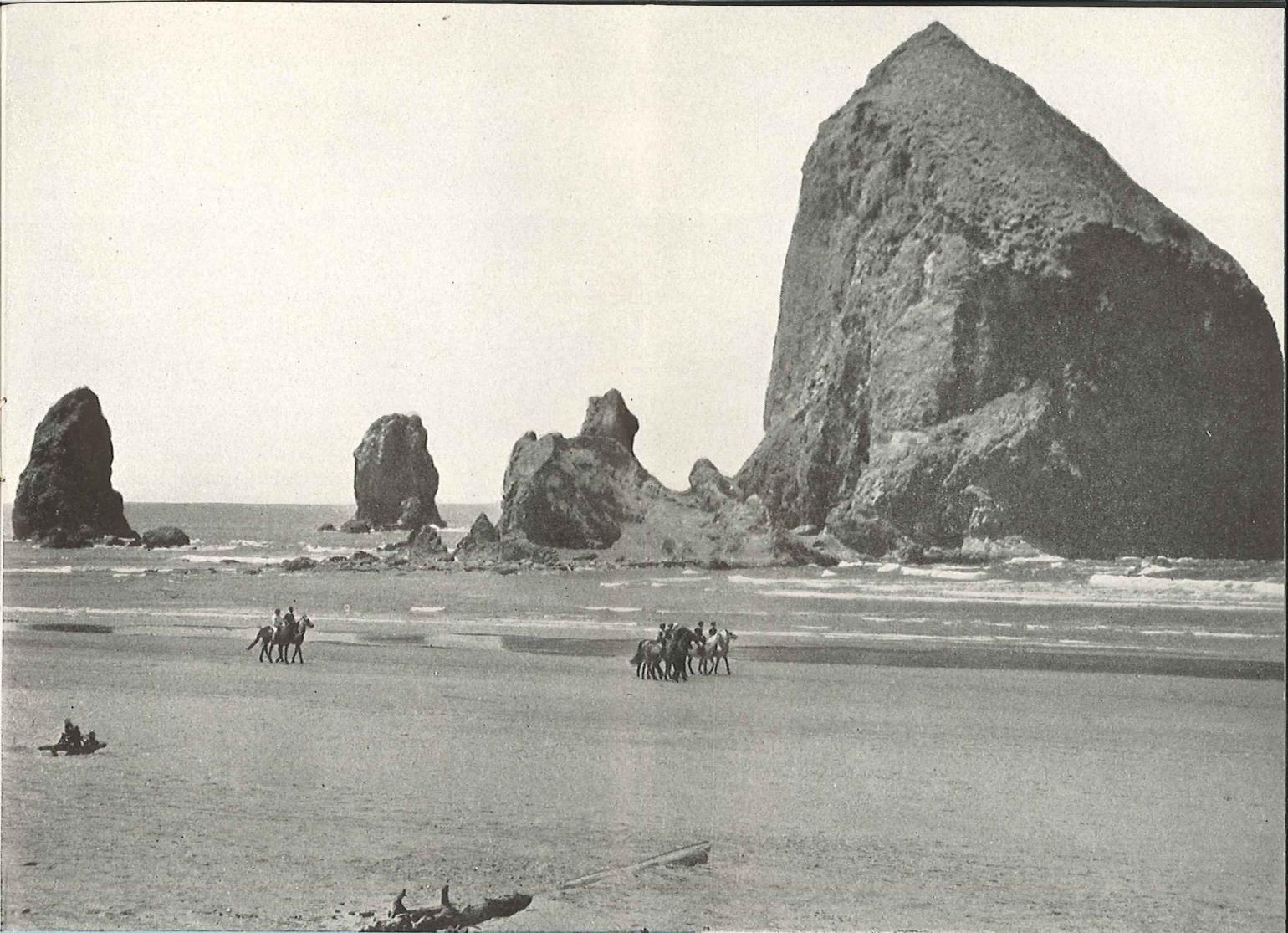
You will find it difficult to discover 400 miles of seashore with the diversity of charm, recreation and scenic grandeur offered by the Oregon coastline on the blue Pacific. Alternating with broad sweeps of sandy beaches level as a floor where the breakers murmur peacefully are rocky ramparts where cliffs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



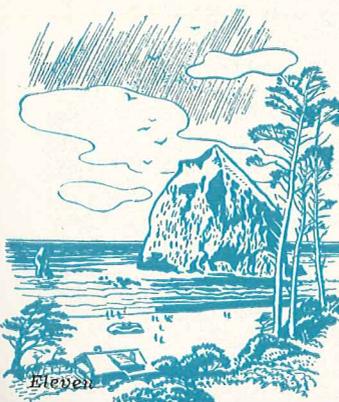
Vacationists riding along the sands of Cannon Beach. Oregon's beaches are owned by the state and are free to the world. You may choose quiet isolated spots or lively resort cities like Seaside and Newport.

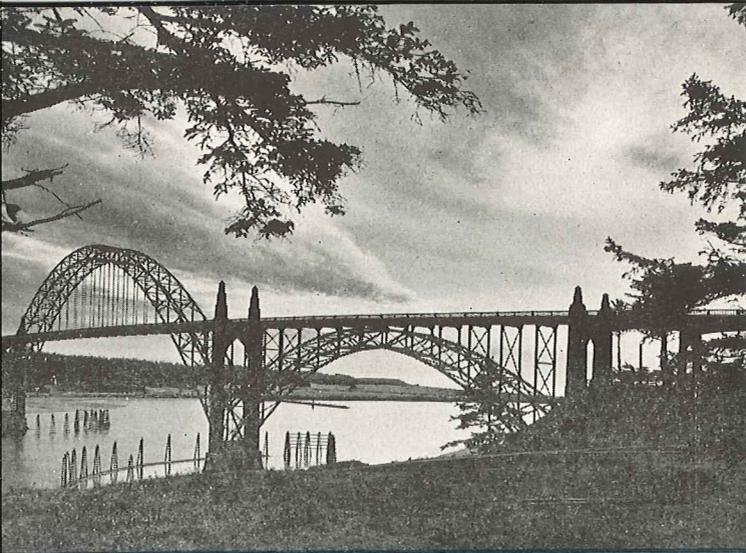
And have you ever driven through miles on miles of rhododendrons blooming in their full glory as they do along sections of the Oregon coast? Through canyons of Scotchbroom in blazing fragrance?

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.



Of Geologic INTEREST

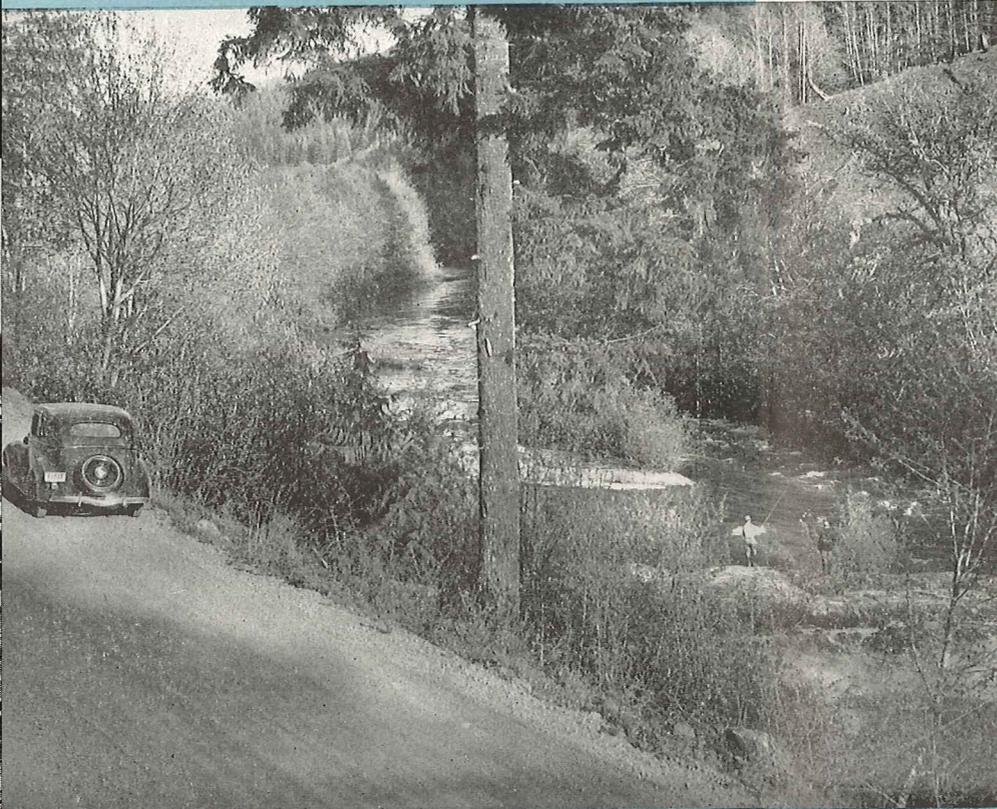
To the person interested in geology Oregon has much to offer. Crater lake, of course, heads the list. Then there are the Oregon Caves, majestic formations in the John Day gorge, the fossil beds on the same river, the Columbia lava structures along the Crooked river near Prineville, the lava beds near 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.

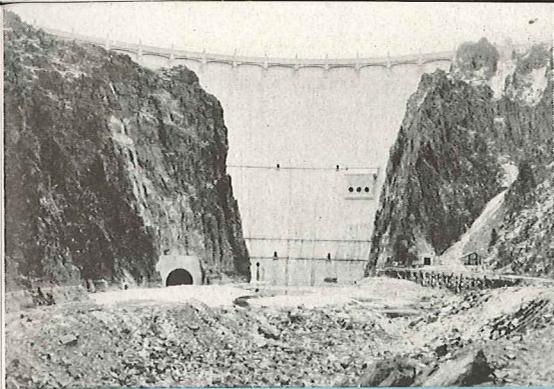
A special pamphlet dealing with interesting geological features of Oregon and wild flowers is printed by the Travel and Information Department of the Oregon State Highway Commission. It is sent without charge.

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



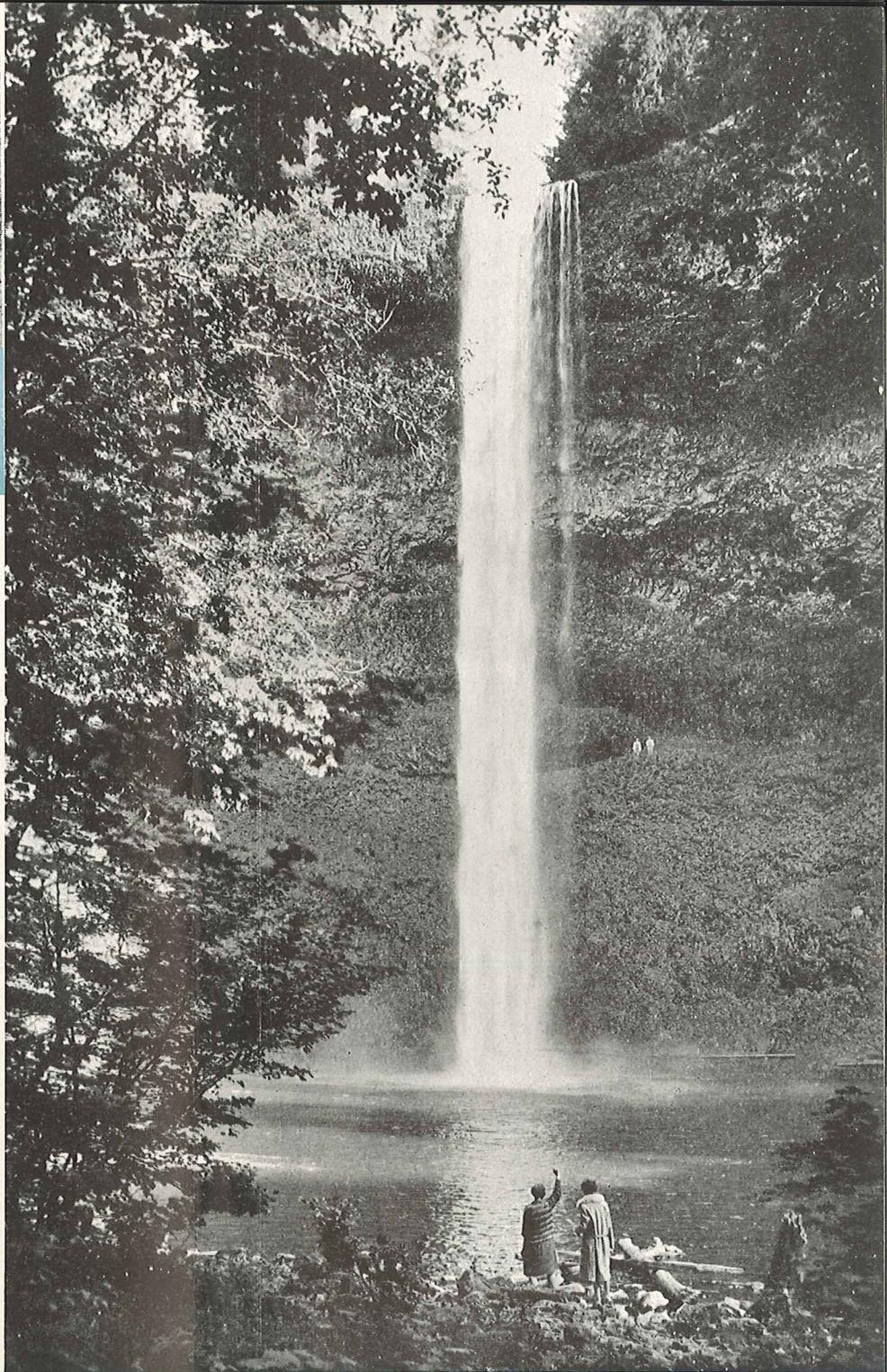
Entrancing scenery and excellent fishing are yours along the Alsea river highway connecting Corvallis and Waldport, one of several laterals running across the Coast Range between U. S. Highway 99 and 101.



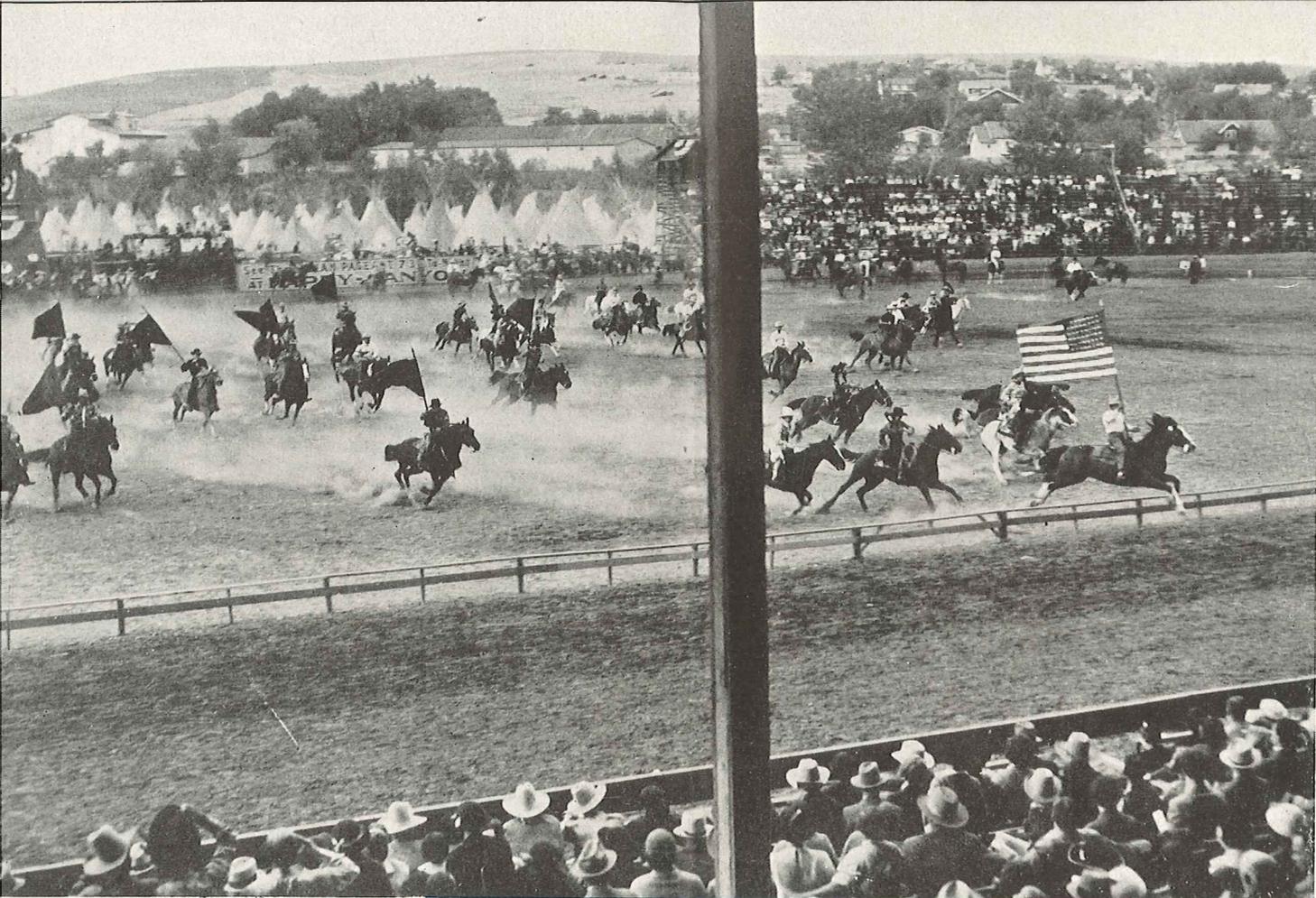
The massive Owyhee river irrigation dam near Ontario in Eastern Oregon, reached via U. S. Highway 30.

verdant pastures. Through the length of the valley flows the blue Willamette.

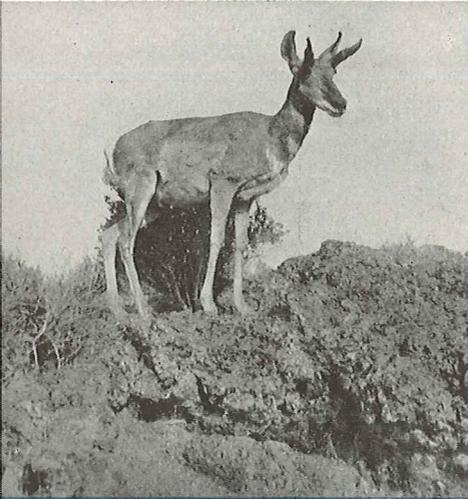
More than half the population of Oregon lives within the valley. Portland with a population of 301,815 (1930 census); Eugene, seat of the University of Oregon and western gateway to the McKenzie country; Corvallis, location of Oregon State College; Salem, capital of the state; Monmouth, home of one of Oregon's normal schools; Albany, McMinnville, Newberg, Forest Grove, Hillsboro, and Oregon City on the falls of the Willamette, are some of the valley communities. U. S. Highway 99 runs the length of the valley, dividing at Junction City which gives one the choice of traveling on either the east or west side of the Willamette river between that point and Portland, slightly over 100 miles.



This is but one of a group of falls in Silver Creek Falls State Park, a short drive off U. S. Highway 99 from Salem or from Silverton.



Where the Old West is relived in all its glory each September—the Pendleton Round-Up, the outstanding event of its kind in America.



The antelope, one of the fastest of animals. Thousands are to be seen in the Hart mountain country near Lakeview.

LAST OF THE OLD WEST

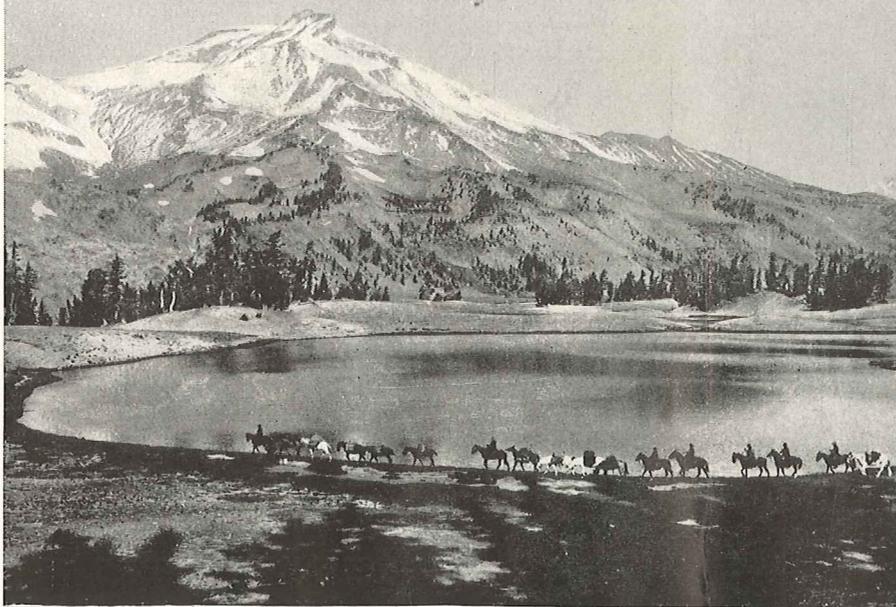
That part of Oregon east of the Cascade Range is a great plateau in which one could put all the New England states with room to spare. It is drier than Western Oregon and so unlike it in terrain and surroundings that in two-hours motoring you can easily imagine that you might have traveled a thousand miles.

In the northern area you will see combines pulled by tractors or 20-horse teams cutting and threshing vast wheat fields. You will see sheep and cattle ranches where a ranch-

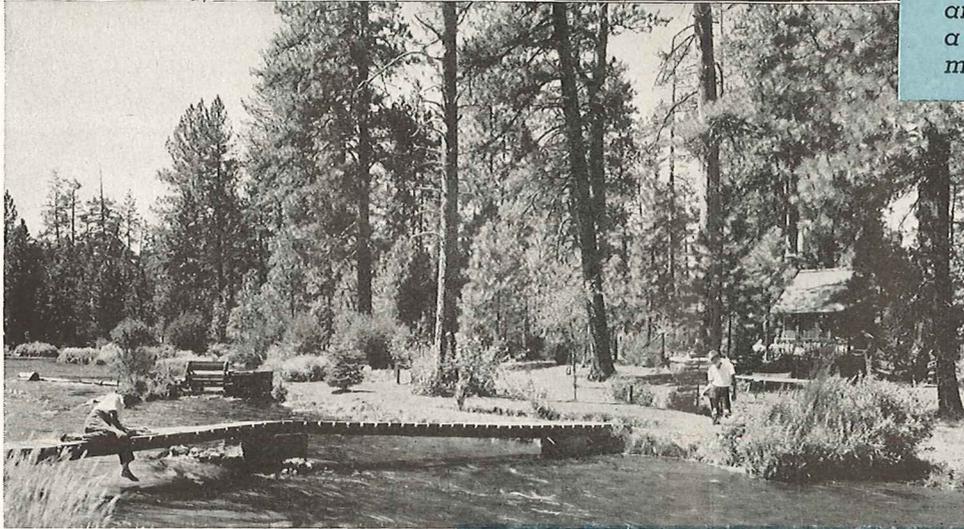
er's stock are numbered by the thousands.

A number of "dude" ranches are scattered through this big country, places that are not artificial but the genuine West.

To the south toward Lakeview and Burns lies the range country where cowboy and chuckwagon of fiction are realities. Over good highways, partly paved and macadamized, you may motor into the heart of it. Beyond the pavement's end passable roads for wagon and motor are yours; beyond that, saddle and trail.



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.

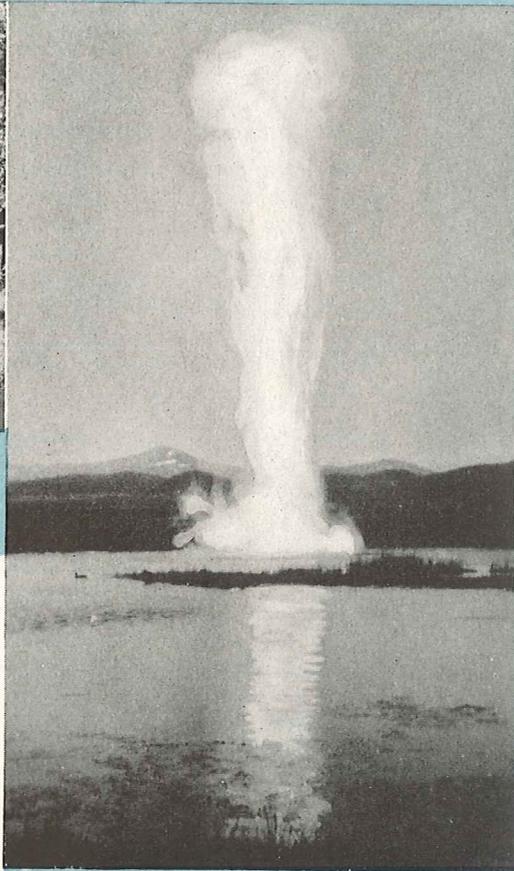


This pine country of the Metolius typifies much of the Cascade playground.

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 ground 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.

Include Oregon On Your Western Trip

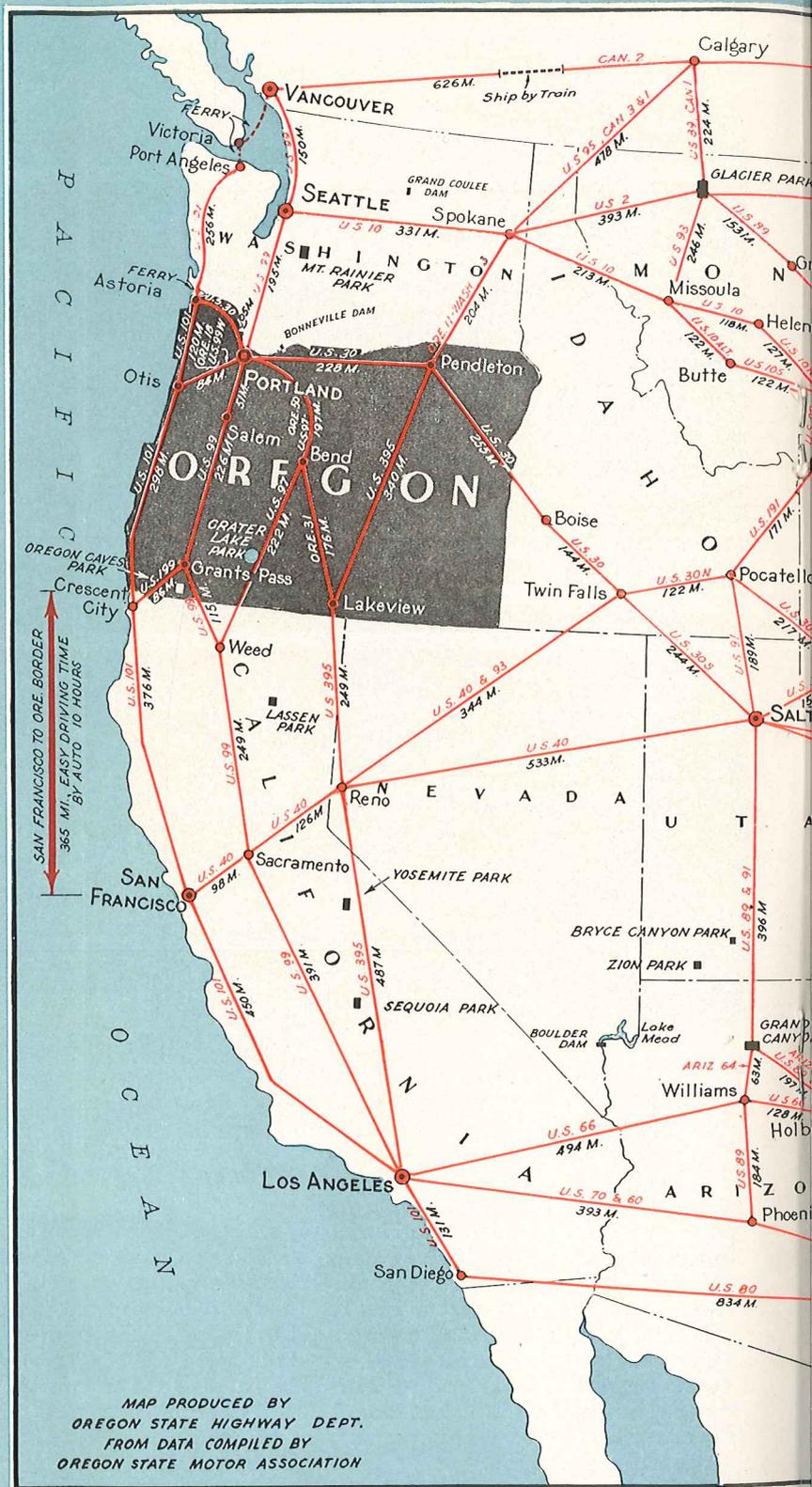
Fine, scenic highways running north and south through the Pacific Coast states from Canada to Mexico open an invitation of marvelous loop trips to the person in other sections of the continent planning trips westward, particularly this year of the Golden Gate International Exposition. Study the map on these pages. Pick out the places you would like to visit en route to Oregon or homebound; the national parks you would like to see, the states through which you would particularly like to travel.

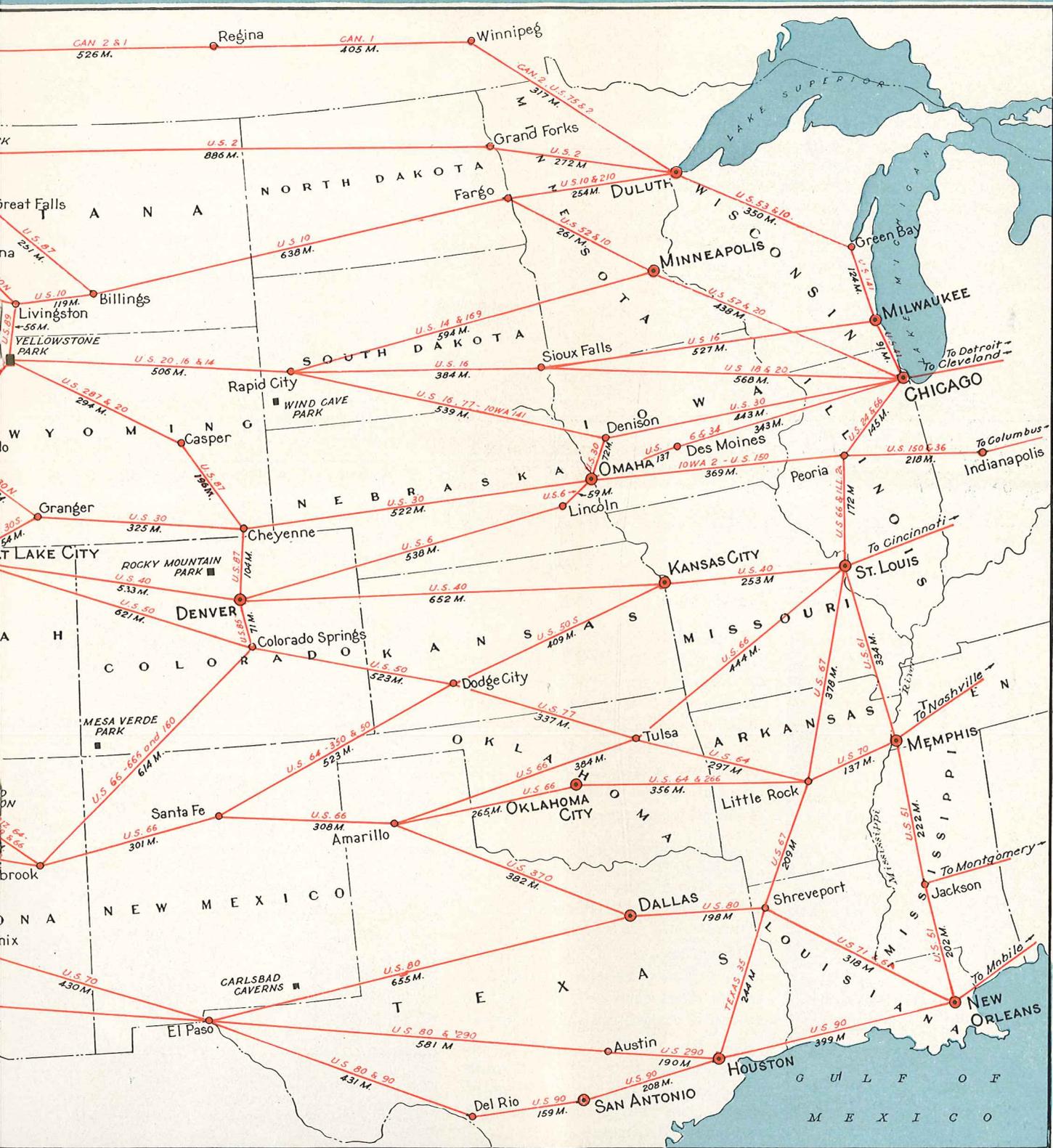
To the Californian planning trips eastward, this same map shows how easy it is to swing up through Oregon then on north or eastward. The person traveling both ways through Oregon may choose any of four basic north and south highways each through delightful, scenic country and each wholly different in surroundings.

Each year an increasing number of vacationists are finding how easy it is to reach Oregon and enjoy its scenery and recreations. For example, in 1938 more than 1,250 cars were visitors from New York; 1,880 from Minnesota; 2,350 from Illinois; 1,100 from Ohio; 1,350 from Texas; 4,300 from Canada.

Concerning the Map

The route and distance map on these pages is by no means a complete map of all the highways east and west, north and south over the western section of the United States. It simply shows a few of the major federal routes and distances, particularly of highways running generally east and west. If you want a free copy of Oregon's official highway map which also includes a route map of its adjoining states, address TRAVEL AND INFORMATION DEPARTMENT, OREGON STATE HIGHWAY COMMISSION, SALEM, OREGON.







Another view of Mt. Hood—this from the Hood River valley on the northern side of the majestic peak showing the miles of apple orchards nestling beneath the snow-clad slopes.



Newly completed capitol of Oregon at Salem, an edifice of intriguing, modern architecture which draws many visitors.

Olympic Tryouts On Hood in 1939

Significant of the ranking of Mt. Hood with other first class winter sports playgrounds of the continent is the fact that the 1939 tryouts for the 1940 Olympic games will be held on the famed Oregon peak. In conjunction with this number one event will be held the National championships in downhill, slalom and combined skiing.

April 1 and 2 are the date set for these two major events in world skiing. The Cascade Ski club is sponsoring this combined meet.

These tryouts come when the high places are still cloaked in winter dress but at a time when spring is dressing up the valleys.

The race course over which the contenders will travel is 2.6 miles long, drops 4,500 feet and averages 32 per cent grade. Its pitches run up to 70 per cent.

Costs SURPRISINGLY LOW

The easy accessibility afforded to Oregon's recreational and scenic attractions by the state's \$233,000,000 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 is less than \$3.75 a day, and this figure includes gasoline.



Blossom time—April until late May—finds Oregon in gorgeous dress. Wild flowers bloom from March until fall.

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.

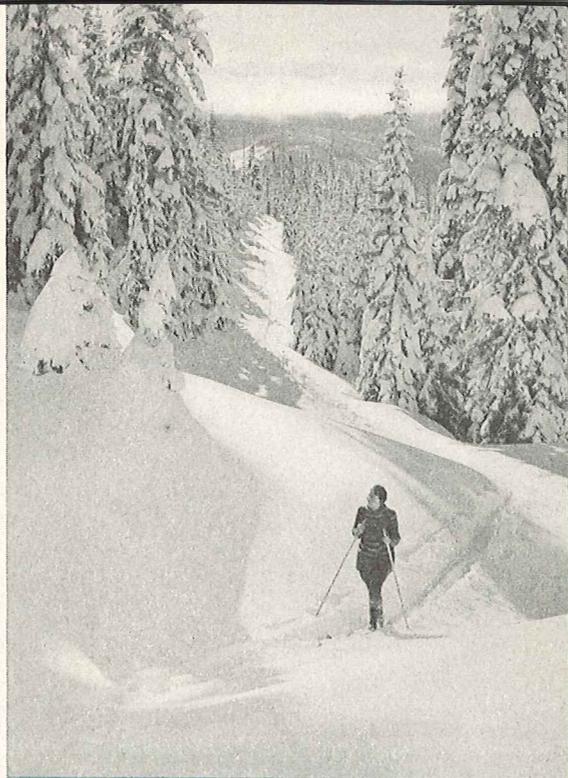
Tremendous throngs attend the various ski tournaments arranged by the Oregon Winter Sports Association on Mt. Hood. The State Highway department keeps the highway open from Portland to the snow fields of Mt. Hood throughout the winter. It is but an hour and a half from the sunshine and roses of Portland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

Crater Lake National park in Southern Oregon has become a favorite for winter sports folk.

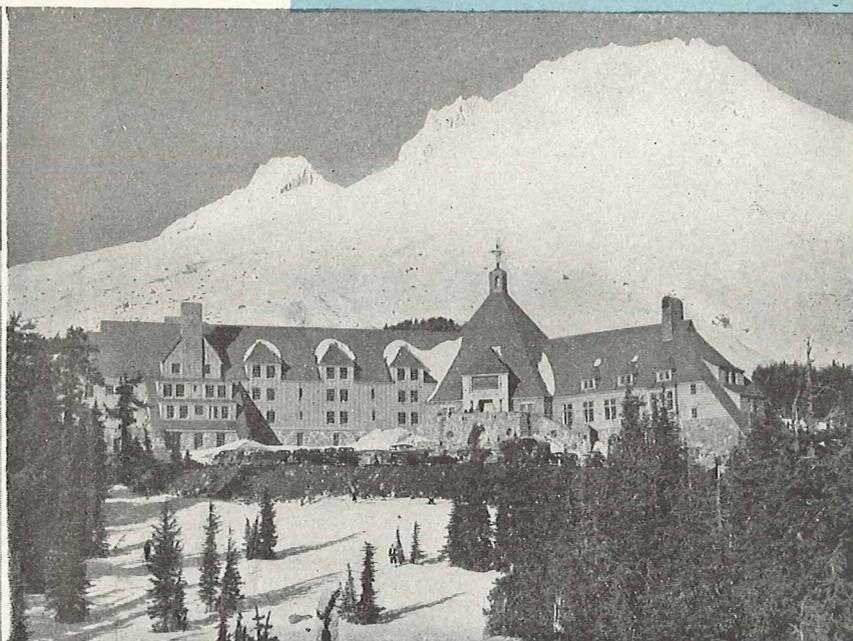
The highways from both Medford and Klamath Falls are kept open to Crater lake through the winter. The lake and the majestic mountains around have a double beauty in wintertime when all the world is purest white, when every tree is gowned in pearl.

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. Pendleton and La Grande in the Blue mountains and Baker, 50 miles nearer the Oregon-Idaho line, have delightful winter sports territory.

To those who love snow-clad, mountain heights we would call their attention to the annual climb to the peak of Mt. Hood, held the third Sunday of each July, under the auspices of the Hood River American Legion Post.



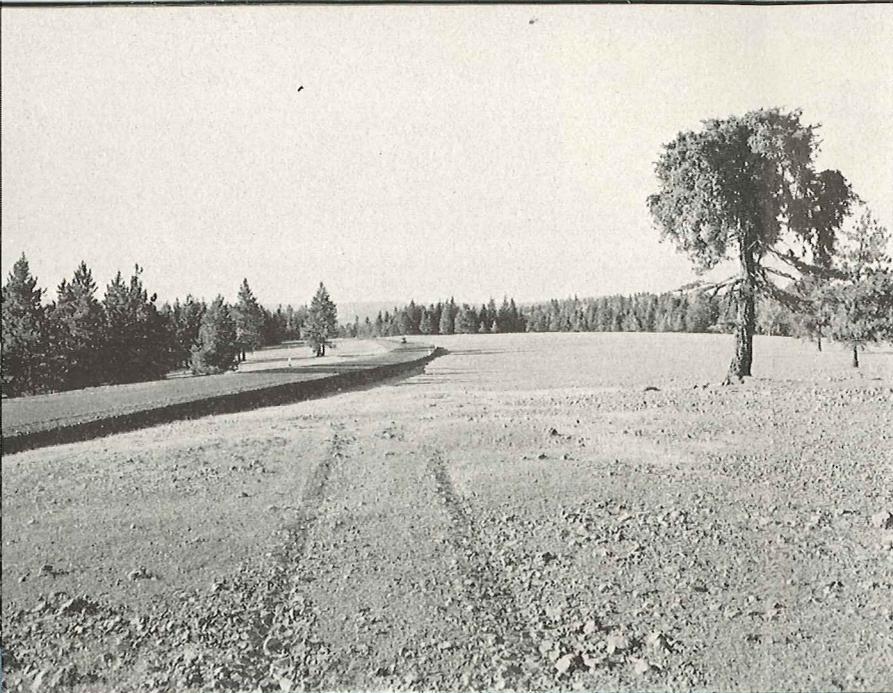
Informal skiing carries multiplied delight after a fresh snowfall when every tree is dressed in white.



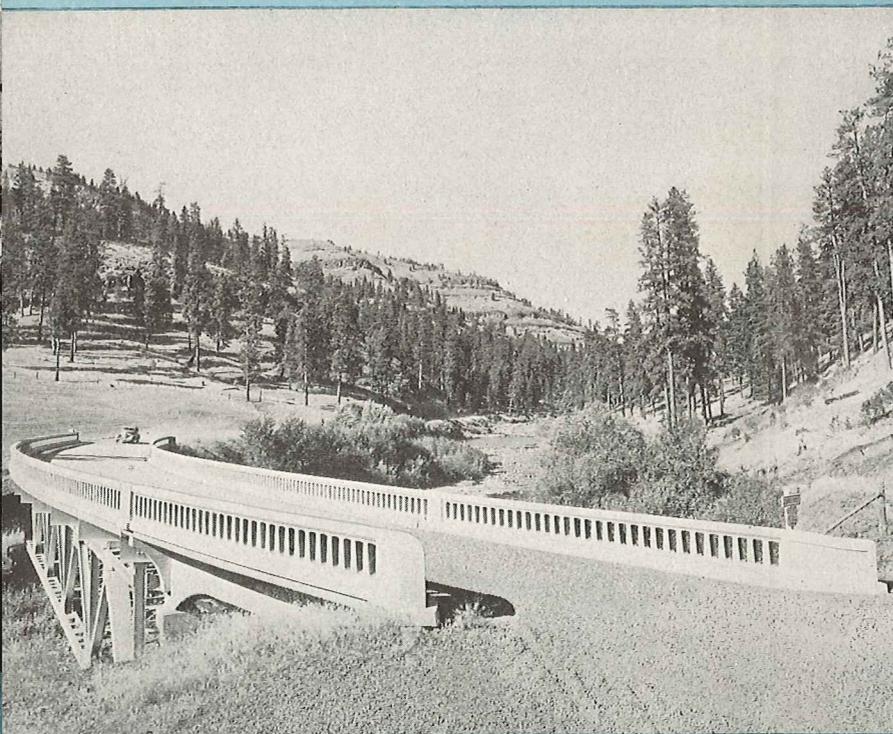
Experts and amateurs alike find Oregon winter sports areas perfection for alpine enjoyment. Highways lead to some of the best.

Nineteen

The new Mt. Hood Timberline Lodge, costing over \$1,000,000, 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.



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.

The Best Time to VISIT OREGON

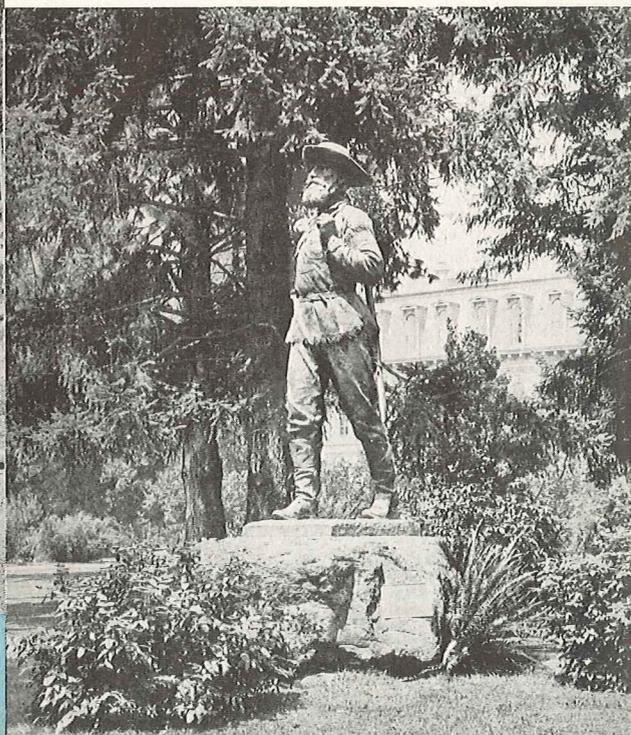
Hundreds ask us that particular question every year, and it is difficult to give a simple answer without knowing the particular pleasure of the person who asks it.

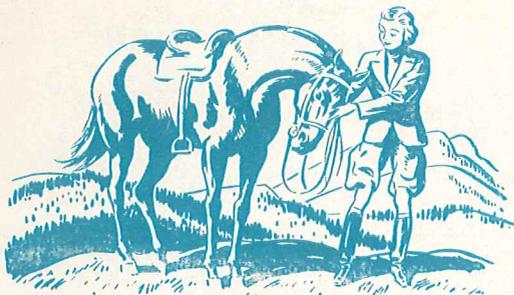
Generally speaking, Oregon's weather is at its finest from mid-May until October; likewise the outdoors is at its best, and in that season the greatest number of our visitors come.

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 clocked 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.





What Clothes to Take on My Trip?

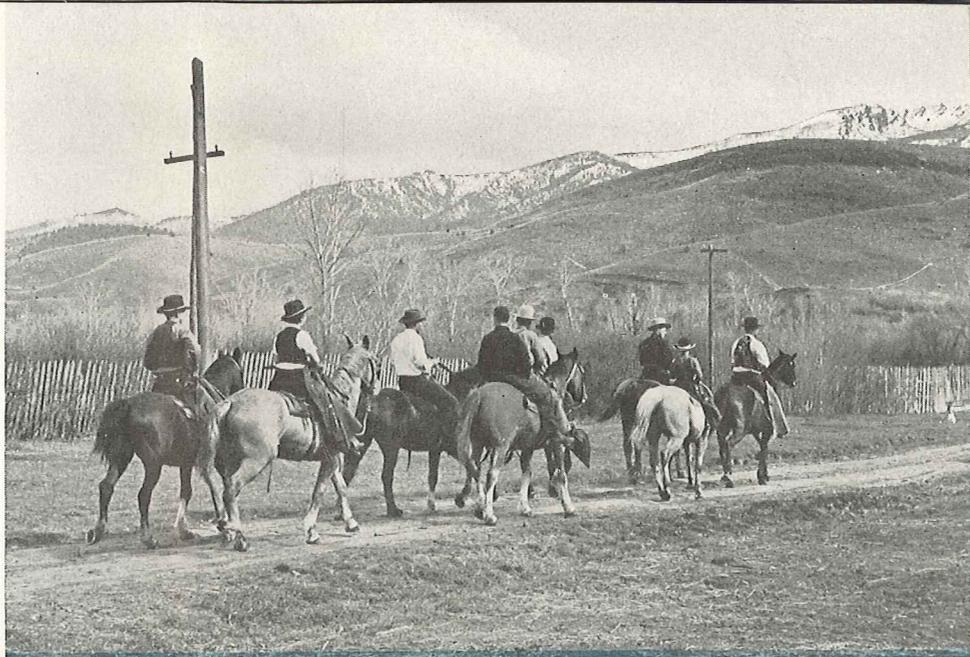
This is a question that rises in the mind of almost every person when he or she starts a trip—particularly a long one. For Oregon in spring and summer time, bring along the same kind of clothes you wear at home. If you are planning trips into the high mountain country, bring some warm things for evenings—and, of course, outdoor clothes that will stand rugged country and hard usage. Also, you'll want warm clothes for the beaches after nightfall most of the time.

In the high plateau country or desert sections of Eastern Oregon you'll encounter warm days and crisp, snappy evenings. Light summer clothes are your needs with a wrap, sweater or light coat for evening. Naturally, if you're planning horseback riding or a stay at a "dude" ranch, you'll want an ordinary riding rig.

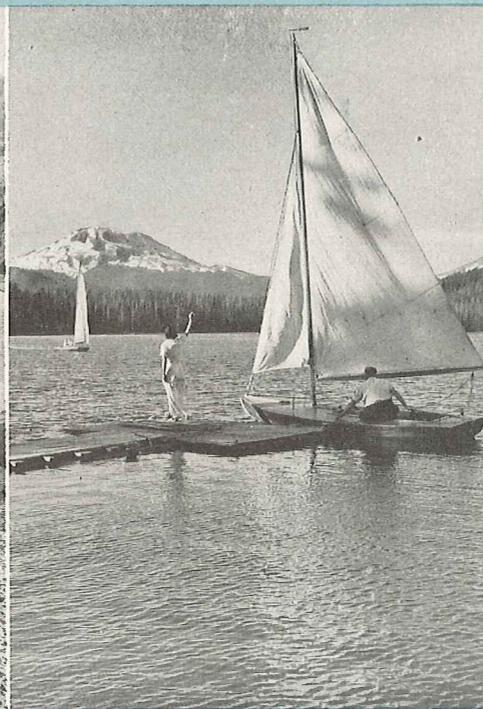
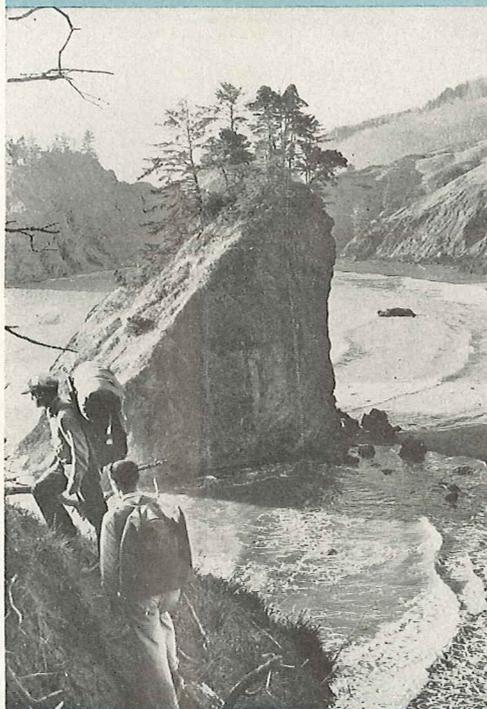
You'll find few resorts—virtually none—where it is customary to wear formal or even semi-formal evening attire. Oregon is truly a grand outdoors country where pretense is lacking and enjoyment is the one objective.

If you are planning a midwinter trip to Oregon, bring some rain-proof clothes, particularly if you are planning to fish. If you are a winter sports fan, bring some warm clothes for the high places.

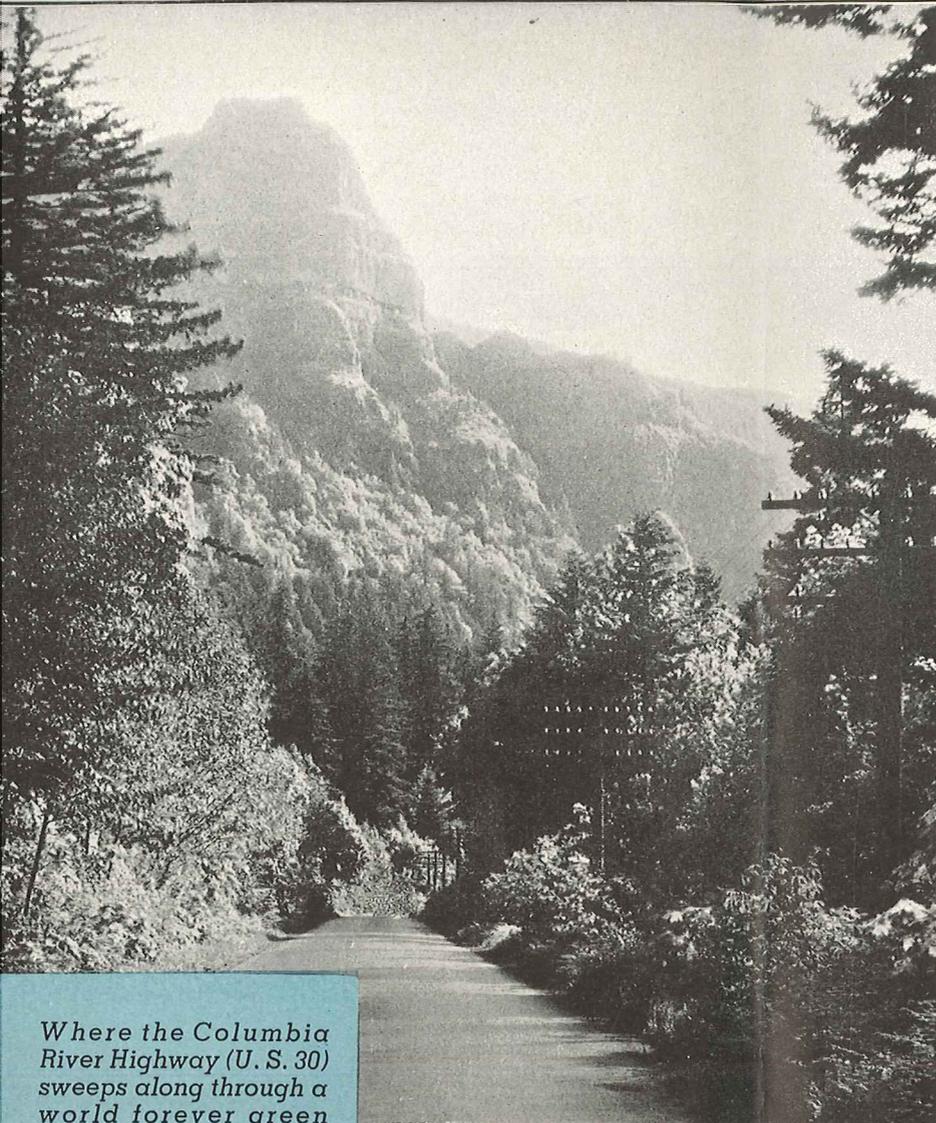
Incidentally, if there are some garments, particularly for outdoor wear, that you are planning to buy, it probably would interest you to know that some of the finest woolen goods manufactured anywhere are produced in Oregon mills from Pacific Northwest wool.



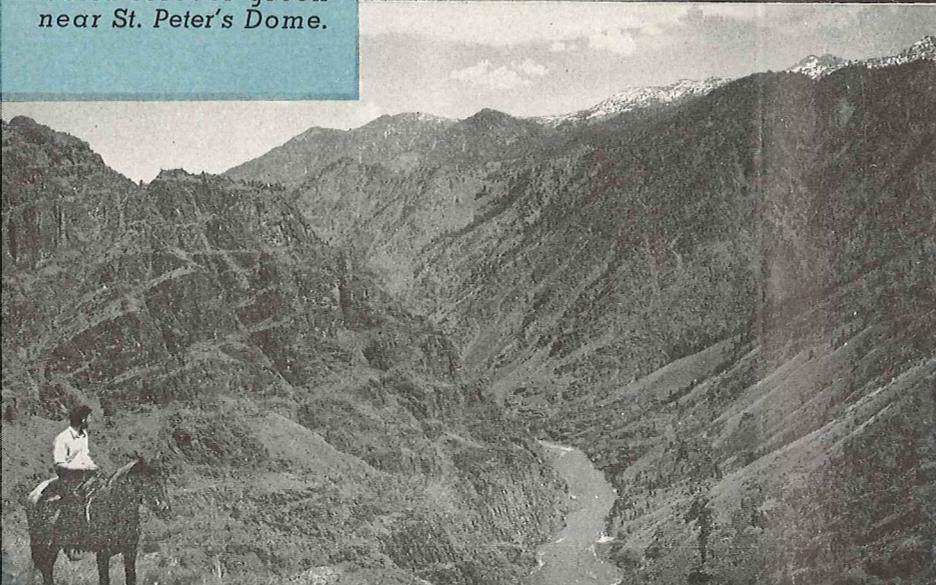
Artificiality is lacking on the "dude" ranches of Oregon which are genuine ranches where the person who loves horses and the outdoors will find the fullest satisfaction. Most of these are in the vast Eastern and Central Oregon country.



Left—food and blankets are prime requisites for long hiking journeys on the Oregon coast. Right—on Elk lake in the Cascade mountains. Diversity is the key of Oregon vacations.



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



STATE PARKS

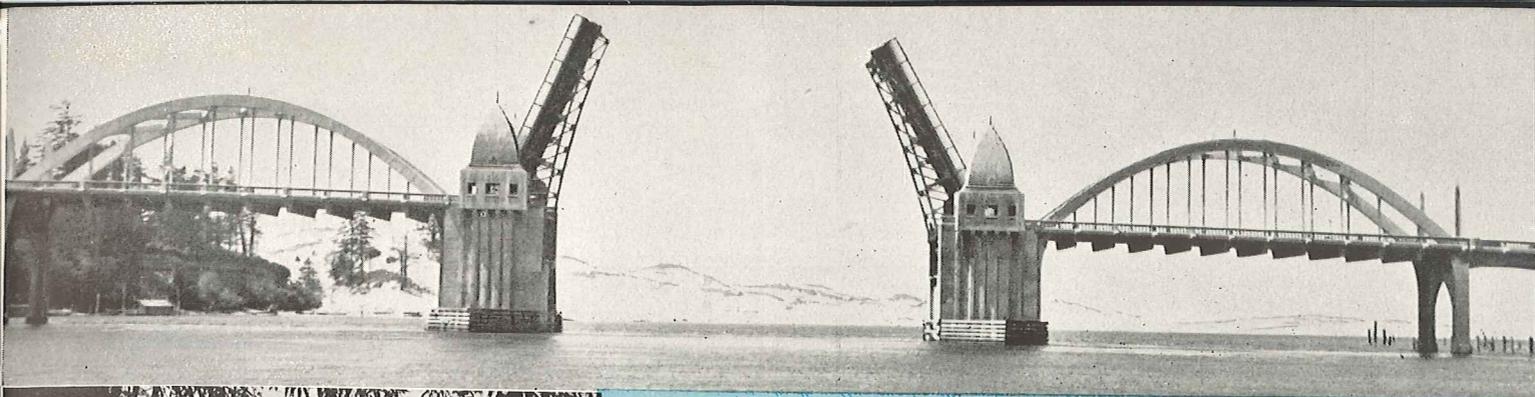
Visitors are invited to enjoy the state parks maintained by the Oregon State Highway Commission. These parks encompass some of the choicest beauty spots in Oregon.

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.

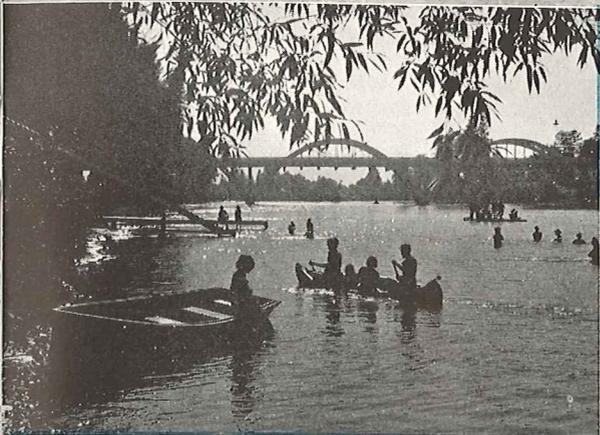
On the lower Columbia River Highway 20 miles east of Astoria is Bradley park from which one may obtain a striking panoramic view of the Columbia. This park has all necessary facilities.

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

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.



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.

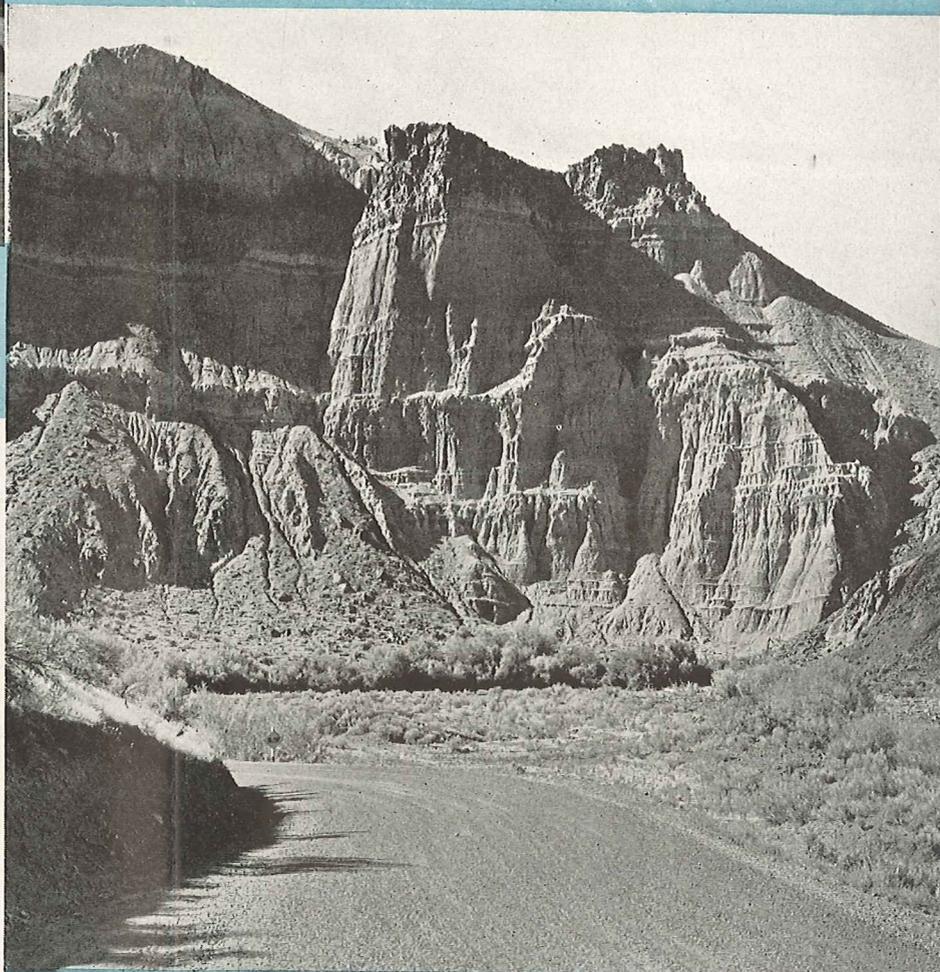
Wygant park, at mile post 60. These parks are all in the most scenic areas of the Columbia gorge.

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.

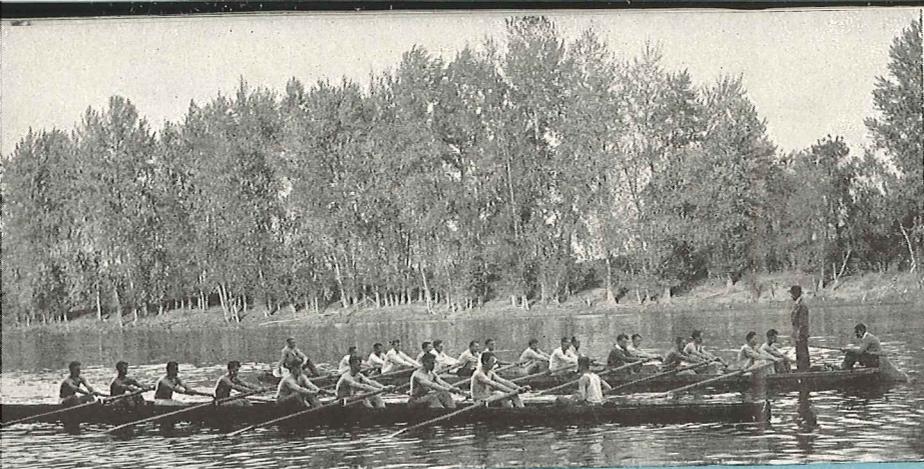
Battle Mountain park is located in attractive pine timber country on U. S. Highway 395, about nine miles north of Ukiah.

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.

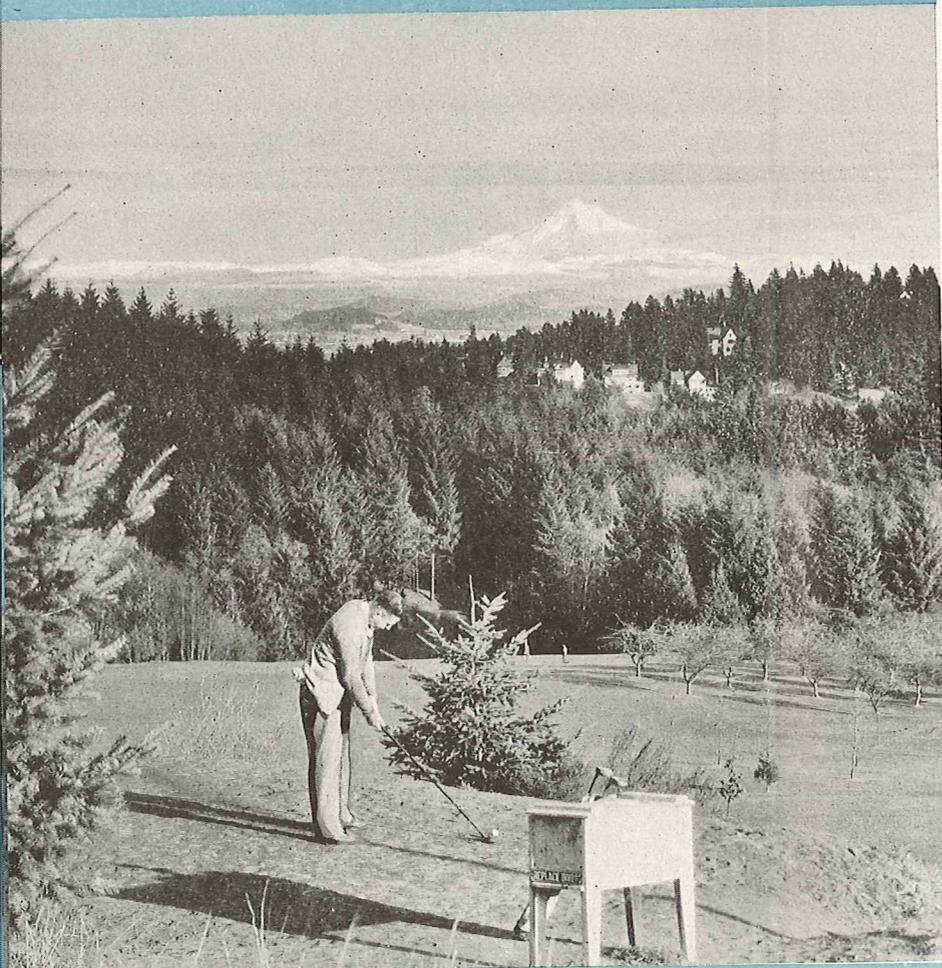
An illustrated booklet describing all the state parks of Oregon will be sent on request made to the **Travel and Information Department, Oregon State Highway Commission, Salem, Oregon.**



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



Water sports enthusiasts find anything they wish in Oregon. Recreation rather than competition is featured in rowing at Oregon State College at Corvallis or 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—but 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, Oregon State College and the state's normal schools 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.





HUNTING

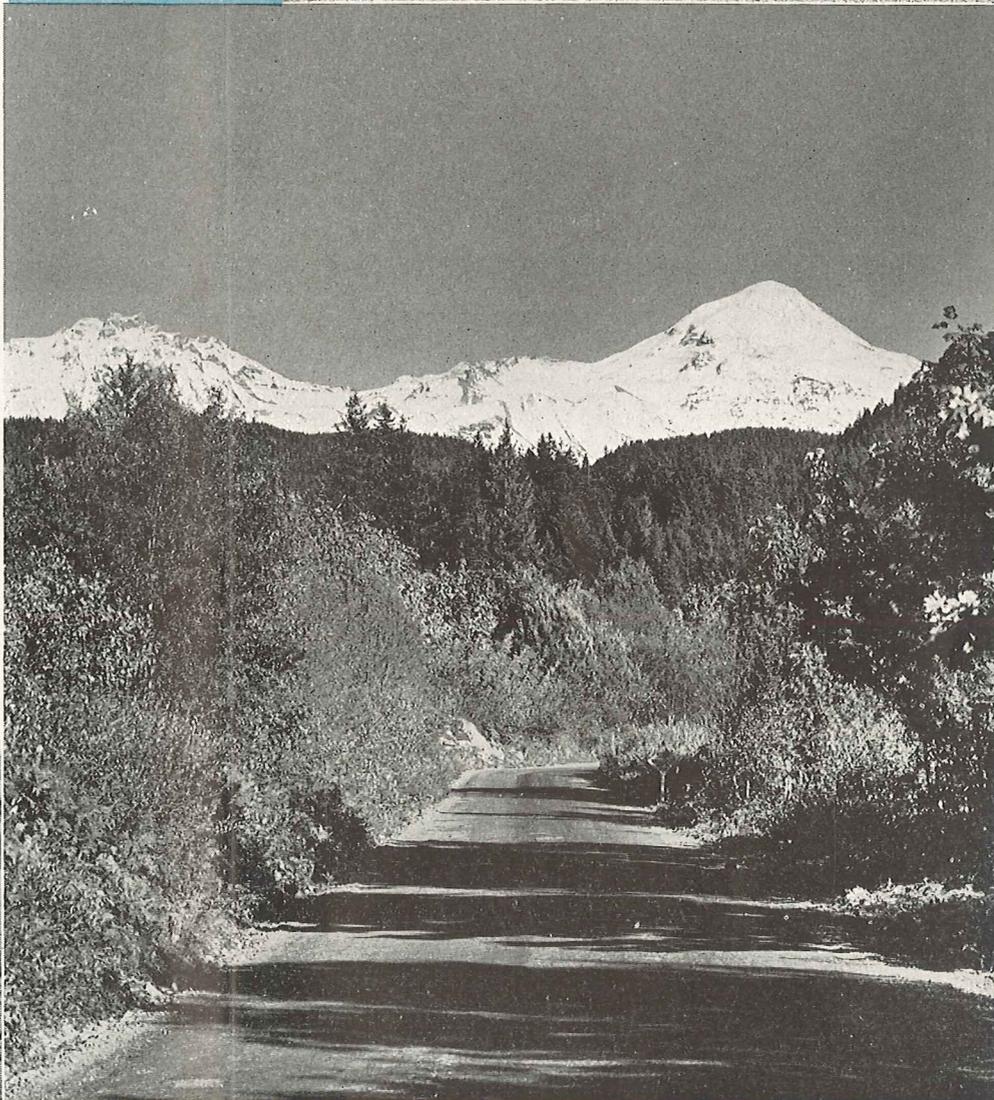
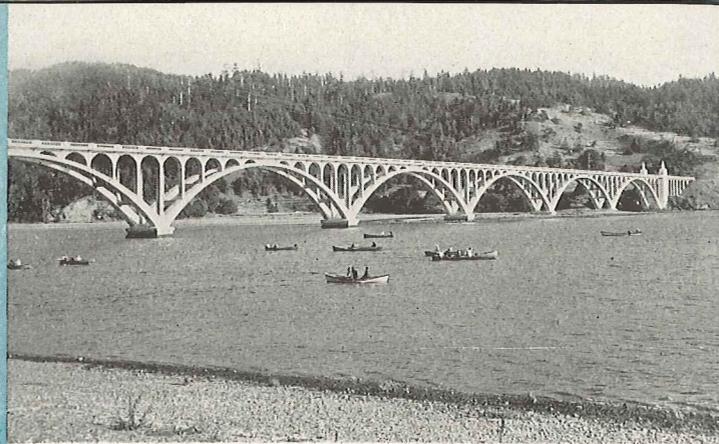
To the hunter Oregon offers a wide range of attraction. Deer, both Columbian blacktail and the larger Mule deer, abound in the state. Elk are to be had in sections of Eastern and Northeastern Oregon. Chinese pheasants are thick in both eastern and western sections of the state. Duck and goose hunters 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.

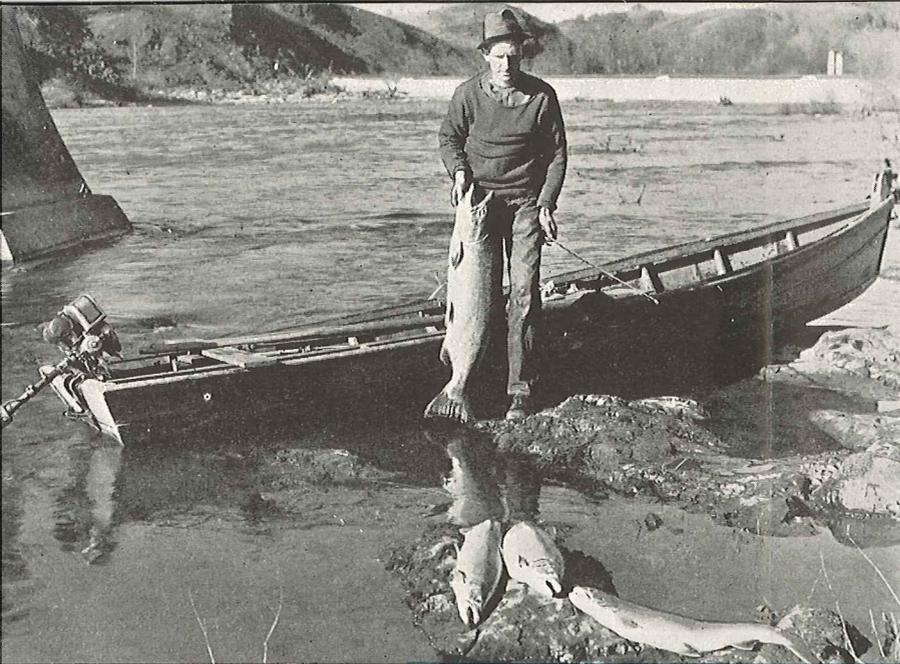


Deer are growing more, rather than less, plentiful in Oregon.

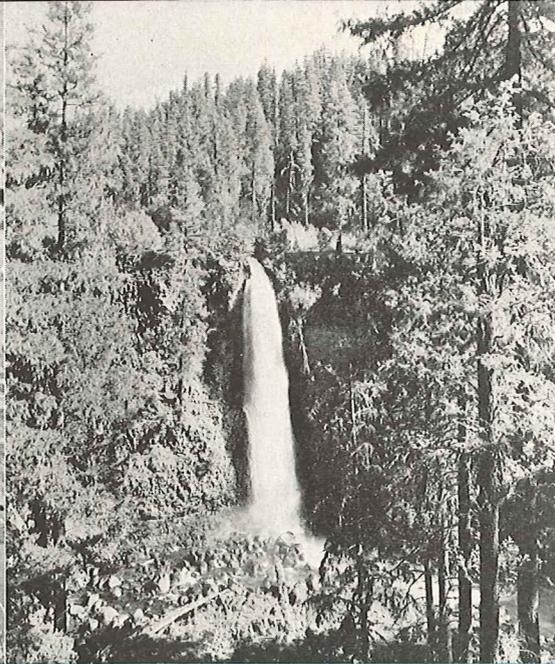
Sportsmen trolling for salmon under the Rogue river bridge on U. S. 101. The Rogue and Umpqua river to the north are famed for Steelhead fly fishing.



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.



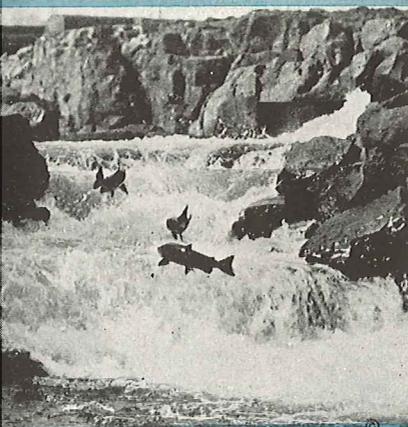
Steelhead (lying on the rocks) come big in Oregon; likewise Chinook salmon (held by the fisherman). These were taken from the North Umpqua in early spring.



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.

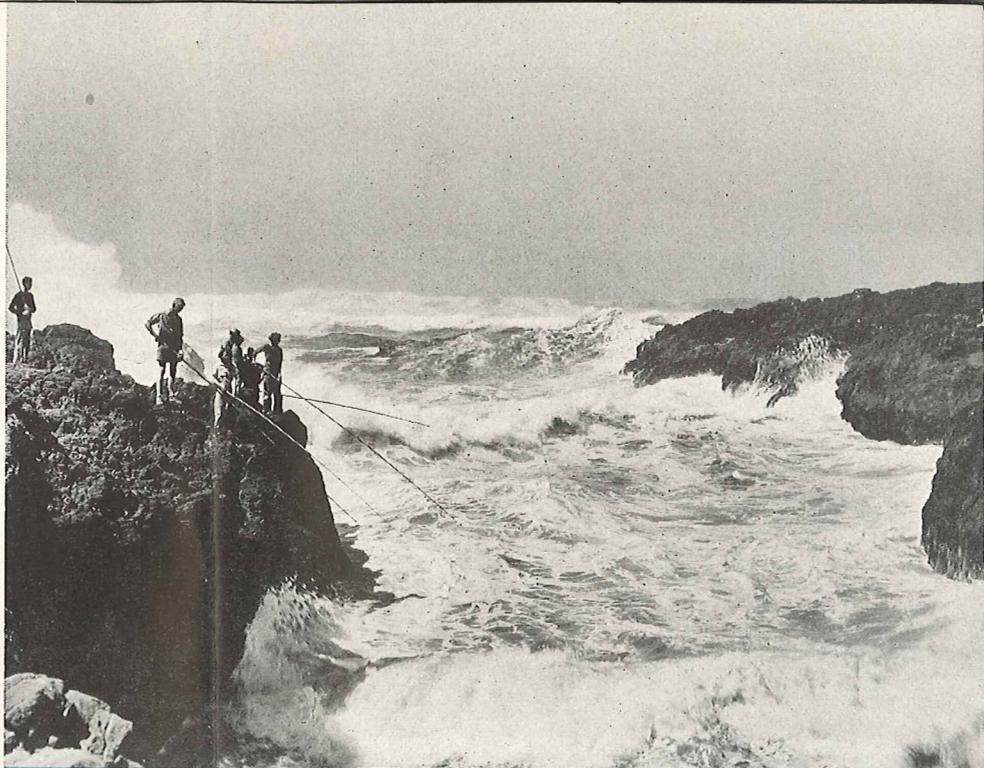
Bring the family if you come to Oregon to fish. Good resorts, auto camps, and outdoor camping places are located on or near countless streams and lakes. Golf, mountain or beach hikes, horseback trips, swimming, and a score of other diversions are open to those who do not care to fish.

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.

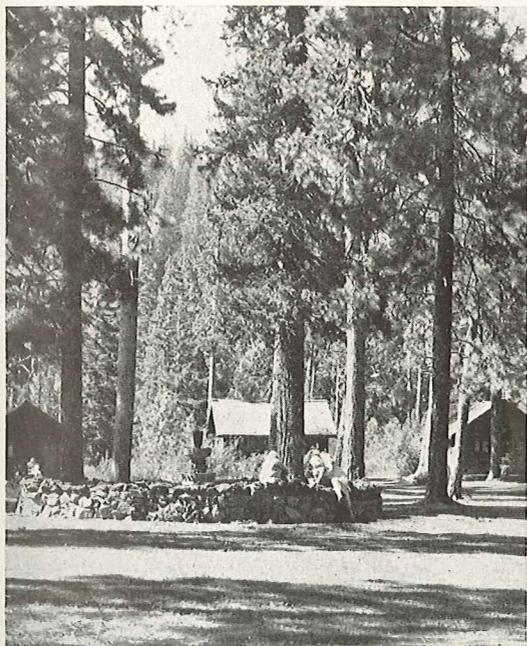
Oregon does not depend on nature alone to keep all its streams and lakes stocked with game fish. It maintains a system of hatcheries from which millions of trout are produced and planted each year to augment the natural supply.

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.**

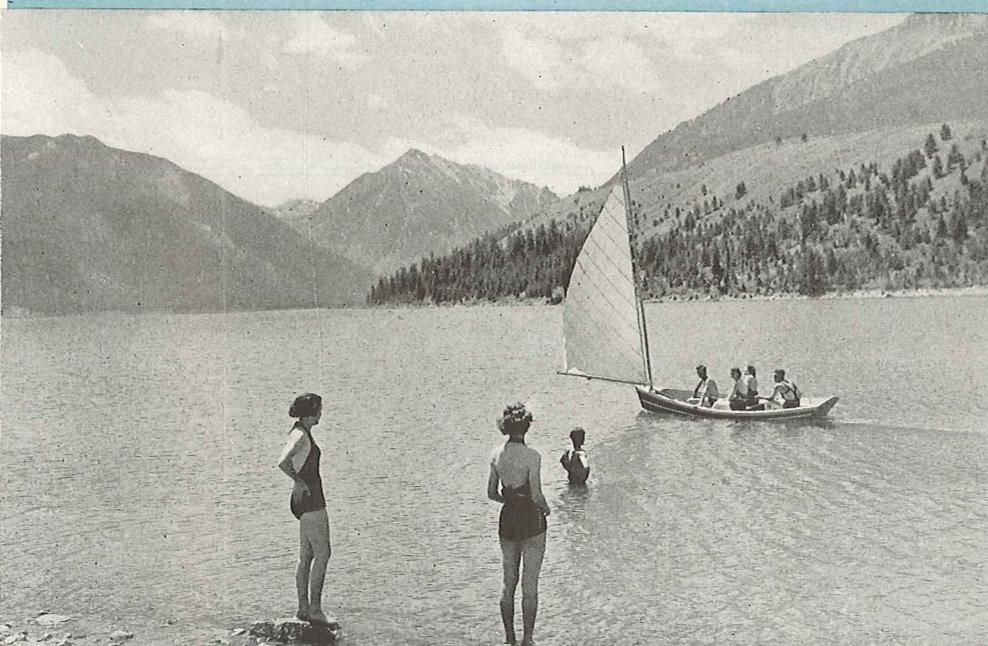


Surf fishing has a charm for all ages. Many tasty varieties of fish are taken off the rocks along the Oregon coast. This spot near Yachats is typical of hundreds.



Typical resort cabins in the Mt. Jefferson region. These are on the Santiam Highway (O. S. 54).

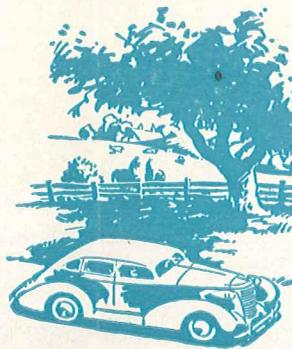
Twenty-seven



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



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.



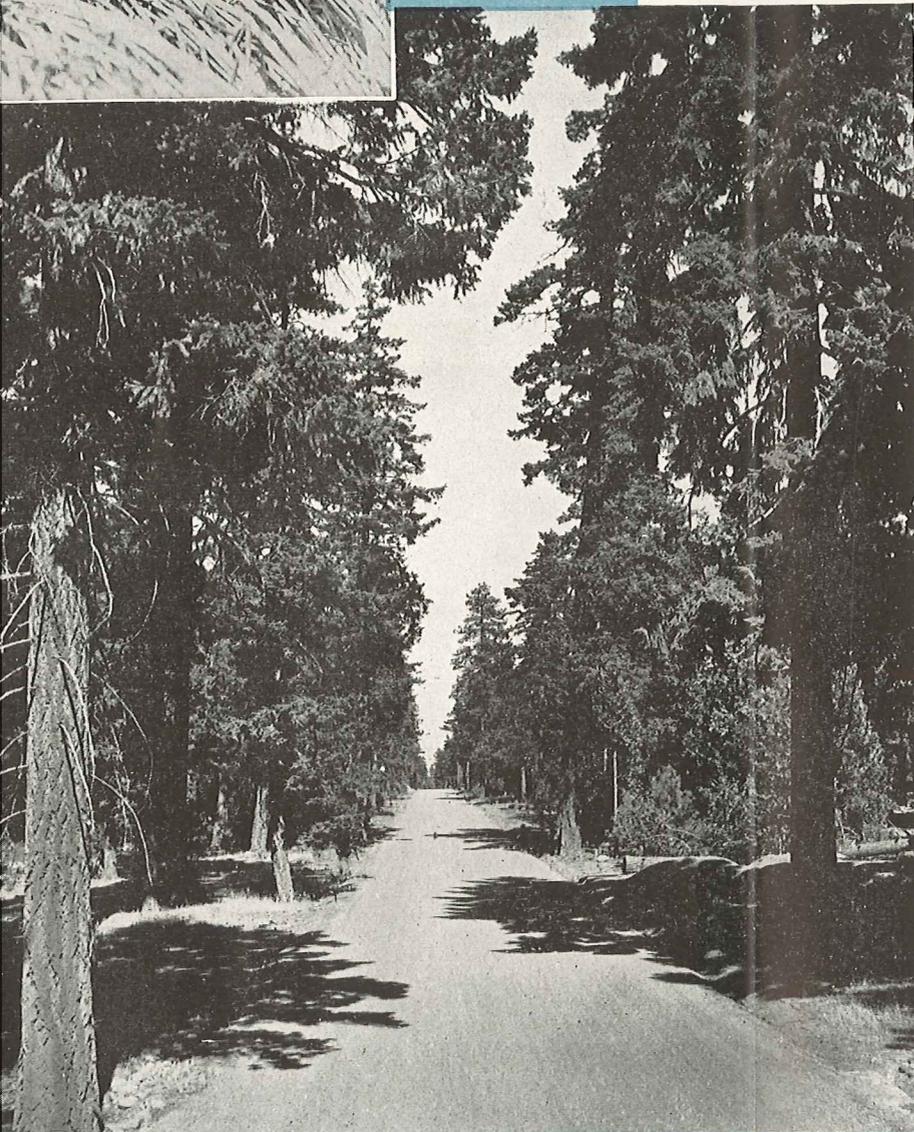
Modern Roads CUT DISTANCE

Just a few years ago in the "get out and get under" age of the automobile, Oregon truly was a long way from homes of folk living in other states of the Union not to mention the adventures involved in trying to drive an automobile down from Canada.

Today, paved highways open the year through, and the modern motor car have placed Oregon but two to four days away from a vast part of the population of the United States and Canada. The little graph on the opposite page, giving the driving time to Oregon from a few representative cities of the United States and Canada shows how distance vanishes at average speeds of only 40 miles an hour.

Persons who live in thickly populated sections of the United States where cities virtually melt into one another are often astounded when they are told that western motorists frequently travel 400 to 500 miles a day with ease. Large cities are far apart and the scattered smaller cities and towns require but brief slow-downs. Consequently, traveling long mileages is a joy. Thousands drive from San Francisco to Grants Pass, Medford, Ashland, Klamath Falls and other Southern Oregon cities between morning and nightfall. Most tourists out to enjoy the beauty and pleasures of the West travel more leisurely. However, for one whose time is limited the vast open distances and long stretches of straight highways make it possible for him to see a tremendous area of country in a short period.

It is an easy trip from San Francisco to Portland with two days driving and one night's stop en route. It is only a five-hour drive from Portland in Northern Oregon to Seattle, Washington. It is less than four hours driving from Seattle to Vancouver, British Columbia.



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.

Fine Services by Bus, Rail and Airplane

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, 35 hours by comfortable stage or 34 hours by luxurious train. From Chicago planes land passengers in Portland in 13 hours. Trains come through in 39 $\frac{3}{4}$ to 57 hours; stages, 68 hours.

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

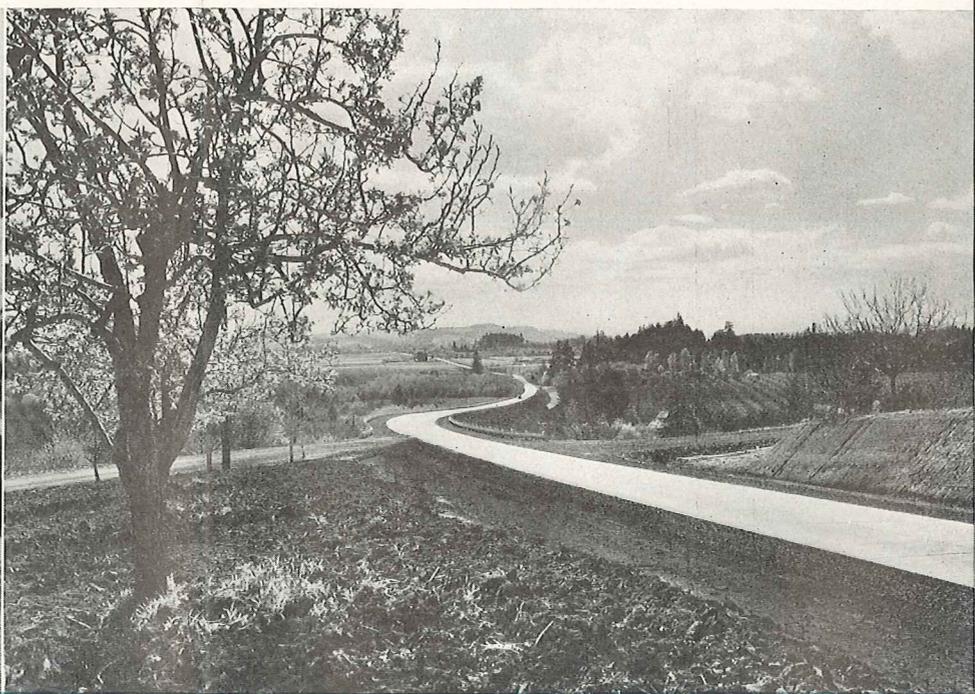
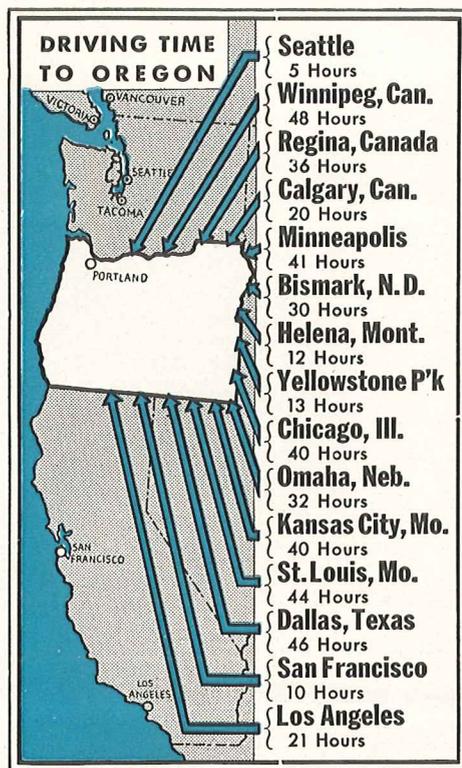
No Tolls to Pay on Oregon Highways

You pay no tolls when you cross Oregon's bridges or travel its highways. They are free to the world.

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

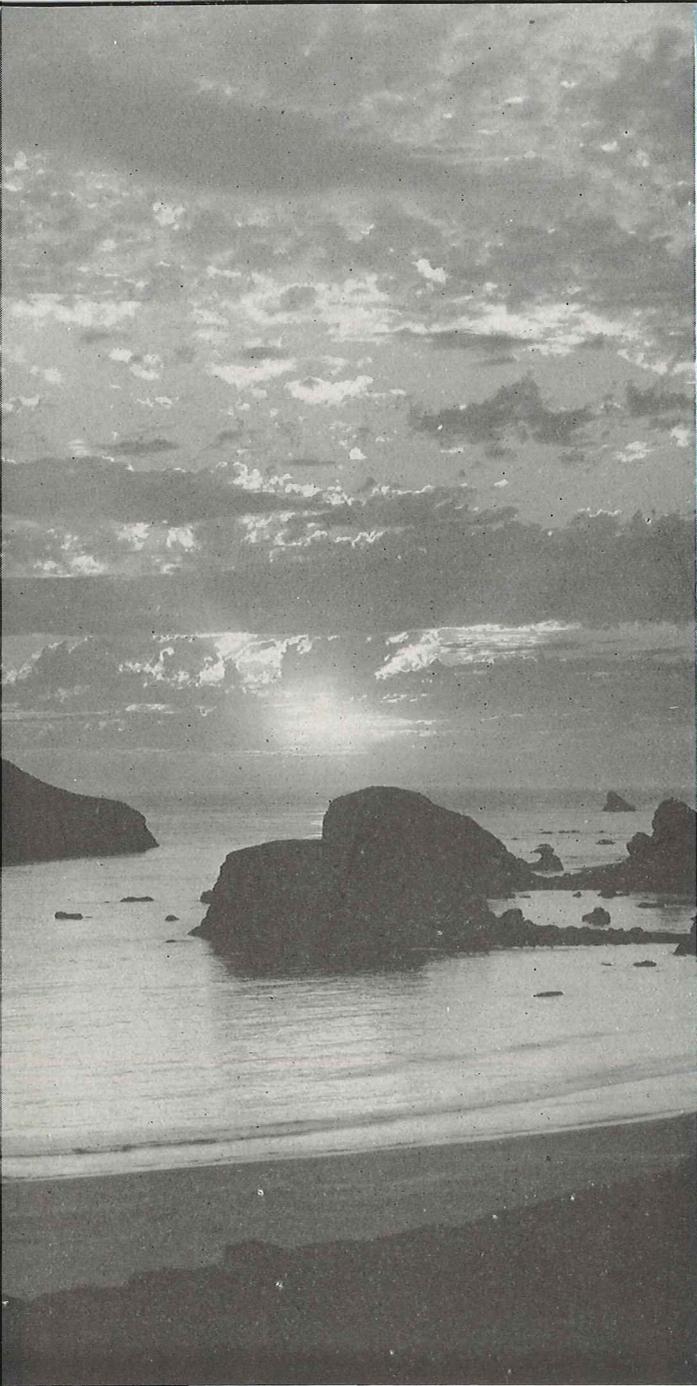
Oregon builds and maintains its highways through a reasonable gasoline tax.

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 Oregon's modern highway construction is this section of the Pacific Highway (U. S. 99W) where it passes through attractive orchards and farm territory near Newberg. Steep grades and sharp curves are eliminated.

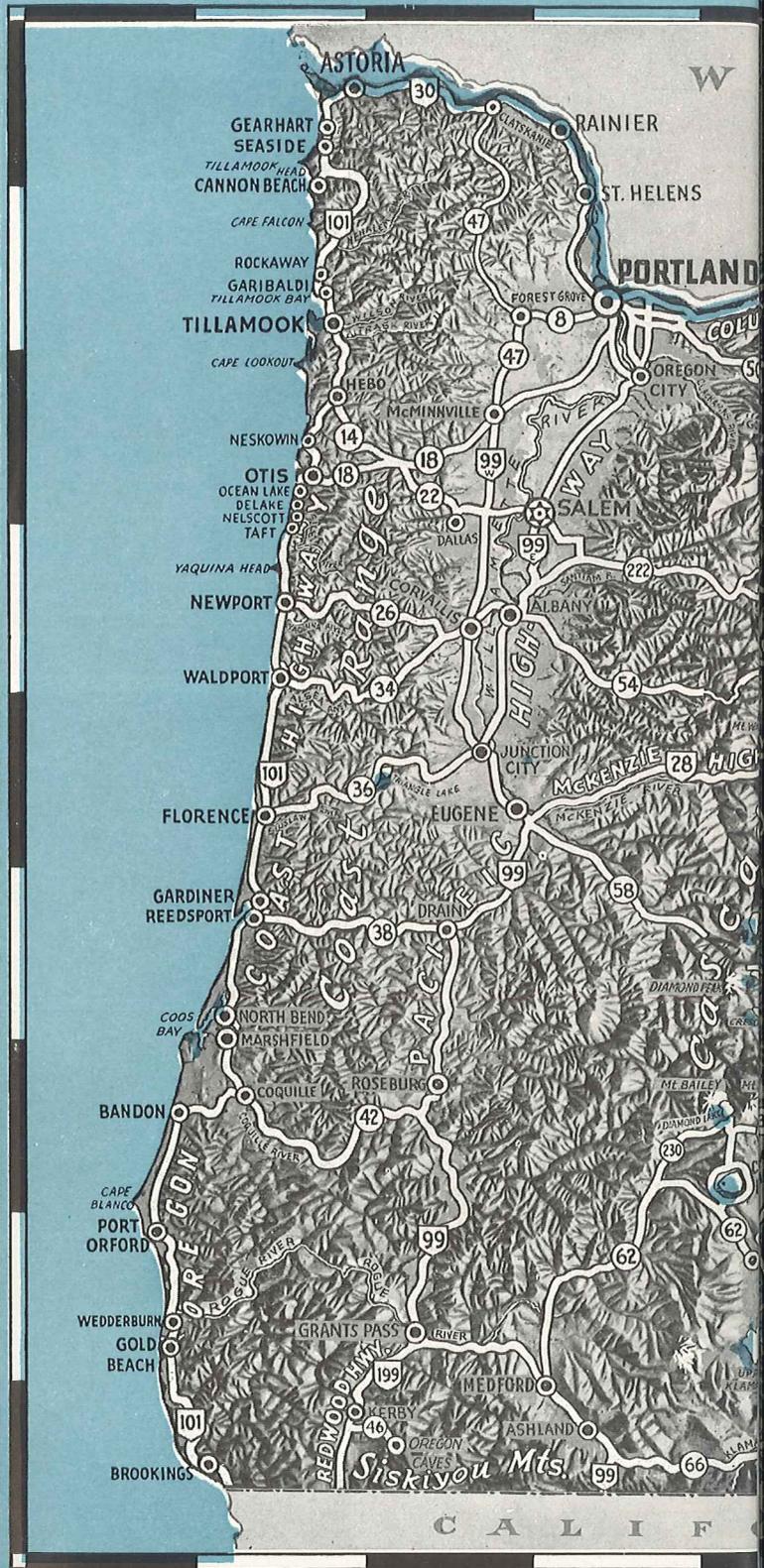


Gorgeous sunsets are commonplace along the Oregon coast, an endless challenge to the camera fan.

 U. S. Highway Route Numbers.

 State Highway Route Numbers.

Note: U. S. 30 is the Old Oregon Trail of which the scenic Columbia River Highway is a part.



WASHINGTON



IDAHO



ORNIA

NEVADA



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 Chamboeg 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



Representing the people of Oregon, I invite you to visit our state; to enjoy its magnificent scenery and varied recreations. We would especially like you who live to our north and east to stop with us this year en route to or from the Golden Gate International Exposition. And you, our neighbors of California, we urge that you visit us as well as your own magnificent Treasure Island. We want to share our bounties with all of you. The hand of welcome awaits you.

Charles Asprague

Governor of Oregon.

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.

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.

Due to these factors, Portland, for example although slightly north of Montreal has a winter climate almost identical with Asheville, North Carolina, and a summer climate like that of northern Maine.

It is an exceedingly healthful climate. For the information of those who suffer with hay fever, it is interesting to know that many have found summer time relief from this affliction in one section or another of Oregon.

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.

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.

For Added Information

On any phase of Oregon's scenic and recreational attractions, on resorts, costs, mileages, address: **Travel and Information Department, Oregon State Highway Commission, Salem, Oregon.**

Compiled and Published by

TRAVEL AND INFORMATION DEPARTMENT OF THE OREGON STATE HIGHWAY COMMISSION

SALEM, OREGON