

# OREGON

*Cool, green  
vacationland*





*Oregon Governor Tom McCall with State Capitol Building in background.*

# When you visit Oregon...

you need follow no patterns. This is a state of versatility; a state of dramatic contrast; a state that inspires creativity in the traveler. What you imagine, what you seek, what you prefer—you will find.

Oregon is rugged Pacific headland and gentle beach and surf; Oregon is lake and meadow and gently rising slope; Oregon is verdant valley, alive with the colors of life; Oregon is snow country and high range and majestic peak; Oregon is wheatland and prairie and lofty plateau.

Beaches, harbors, lakes, trails, hills, valleys, mountains, prairies—all are connected by superior roads and freeways, accommodated by parks and campsites, and remarkably close to the glitter and excitement of metropolitan areas manifold in pleasurable diversion.

We are proud of our history as a land of pace-setters. Oregon was the first seat of U.S. government west of the Rockies; it gave the nation initiative, referendum, and recall; it established the primary election impact; it pioneered in civil rights legislation; it is now designing the patterns for environmental survival.

We Oregonians want you to visit us, to know us, and to share the treasures we so proudly hail. And please remember this: Oregon is a friendly place; it likes people; it loves visitors; it is anxious to show and to share. We are expecting you with pleasure. Come see us soon and experience, yourself, the State of Excitement.

*Tom McCall*

Tom McCall  
Governor of Oregon



*Mural in State Capitol depicts discovery of "Great River of the West" by Capt. Robert Gray in 1792.*

*The Lewis and Clark Expedition along the Columbia River—a mural in State Capitol, Salem.*





*Historic markers and monuments.*



*Action-packed Western events.*



*Inviting ocean beaches.*



*Spectacular alpine lakes.*



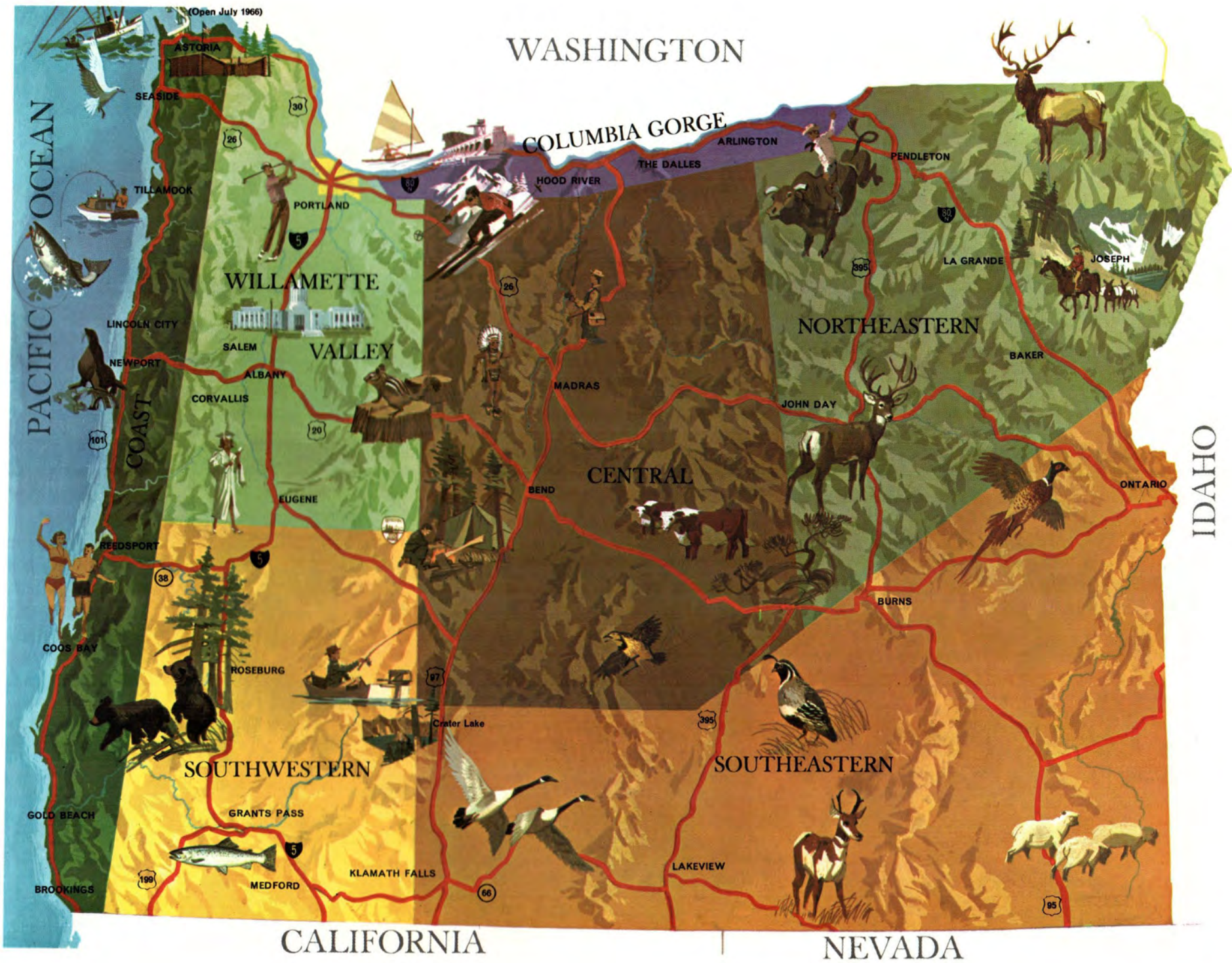
*Scenic waterways.*



*Forested mountain playland.*

# *Come to the land of vacations unlimited*

*See exciting Oregon this year! Whatever kind of vacation fun you like, you'll find it in this cool, green land of infinite variety. Seashore, mountains, lakes, rivers, high plateau country, interesting cities, natural and man-made marvels, historical and cultural points of interest — Oregon has it all! A treasure trove of sightseeing thrills, events and fun-packed activities awaits you. Outdoor recreation facilities are outstanding, with 227 state parks — many of them providing overnight camping sites and facilities — and more than 60 roadside rest areas maintained for public use by Oregon State Highway Division. Forest campgrounds also are plentiful in Oregon's 13 National Forests. Add to all this Oregon's refreshing climate and you can be sure you'll have the time of your life in Oregon. Relax . . . in a state of excitement.*



# WASHINGTON

## WILLAMETTE VALLEY

## NORTHEASTERN

## CENTRAL

## SOUTHWESTERN

## SOUTHEASTERN

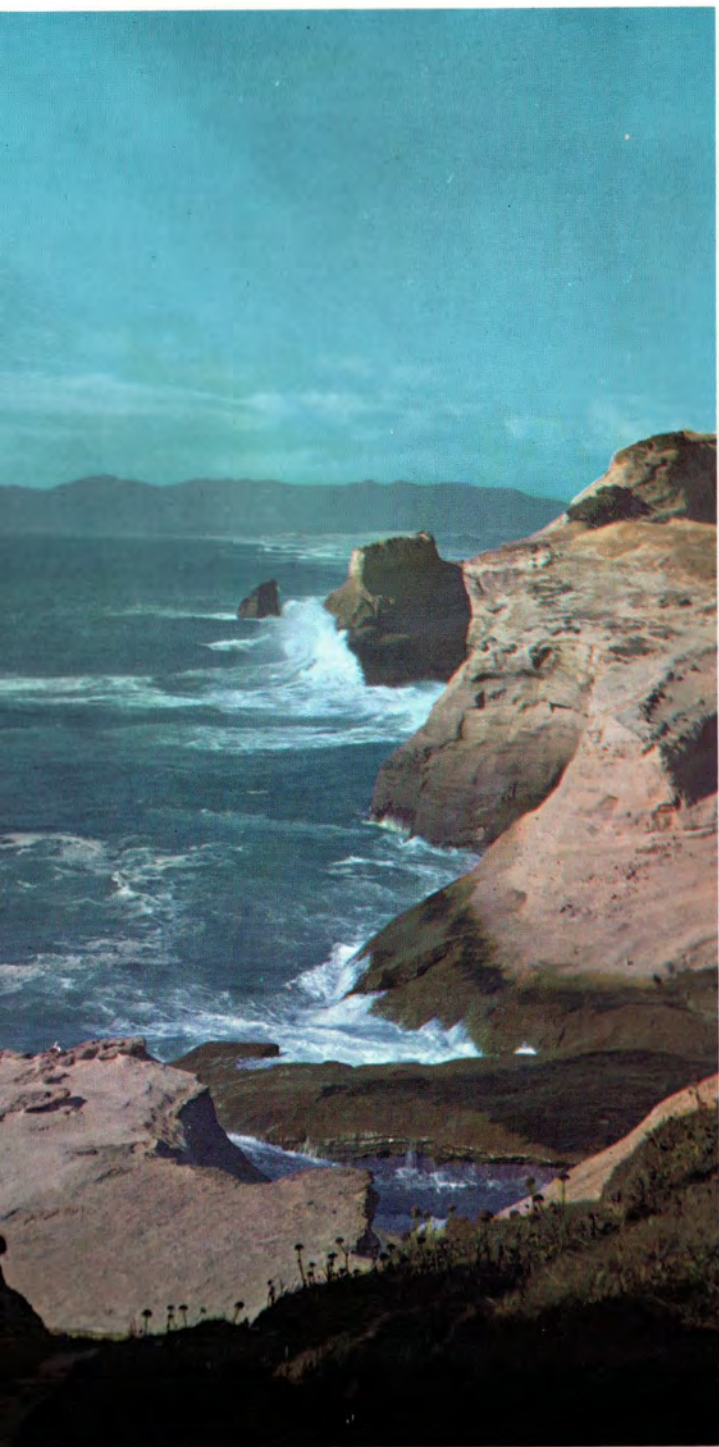
(Open July 1966)

PACIFIC OCEAN

IDAHO

CALIFORNIA

NEVADA



*Crashing waves of Cape Kiwanda make you feel the excitement of the Oregon Coast—America's most magnificent shoreline. The cape is a few miles north of Pacific City.*

*Ecola State Park, north of Cannon Beach, has spectacular viewpoints, interesting trails and beach.*

*Enjoy a wonderful walk on the uncrowded beach at Roads End located north of Lincoln City.*





*Shore Acres State Park is one of three parks on a coastal peninsula near Coos Bay off U. S. 101. Rock collectors enjoy happy hunting all along the coast; find gem-quality agates, Oregon "jade" and fossils.*

*Picturesque lighthouses on the Oregon Coast make interesting subjects for artists and photographers. This one, with colorful wild flowers in the foreground, is Yaquina Lighthouse on Yaquina Head at Newport.*



## The magnificent Oregon Coast

*400 miles of surf, sand and rocky headlands*



Oregon's refreshing Pacific seashore stretches for 400 miles, served by the Oregon Coast Highway (U.S. 101).

Beautiful, sandy, broad beaches, and well-kept state parks vie for your attention all along the way. So many things to do in this salty, sunny marine realm! Explore the ever-changing shoreline, rugged headlands and hidden beaches and coves. Photograph wild flowers and myriad other subjects. Have fun horseback riding, golfing, hiking, surf and sun bathing, picnicking, bicycling, crabbing, clam digging, fresh and salt-water fishing—relax by a beach campfire. Or be a beachcomber—look for driftwood and the abundant seashells and agates. Resort villages, cities and campgrounds offer excellent accommodations as well as a wealth of interesting activities.

**Places to go . . . things to see** • Easter lily growing center in Brookings area • Man-made Prehistoric Gardens 14 miles north of Gold Beach • Rare Myrtlewood stands near Coquille • Striped bass fishing at Coos Bay • Tenmile, Tahkenitch and Siltcoos Lakes • Heceta Head lighthouse north of Florence • Newport crab and oyster center • Spectacular Otter Crest viewpoint south of Depoe Bay • Tillamook, home of famous Tillamook cheese • Haystack Rock at Cannon Beach, one of largest monoliths in world • End of the Lewis and Clark Trail marker at Seaside • Astoria Column at Astoria • Fort Astoria, first permanent U. S. outpost west of the Mississippi • Wreck of the Peter Iredale at Ft. Stevens State Park.

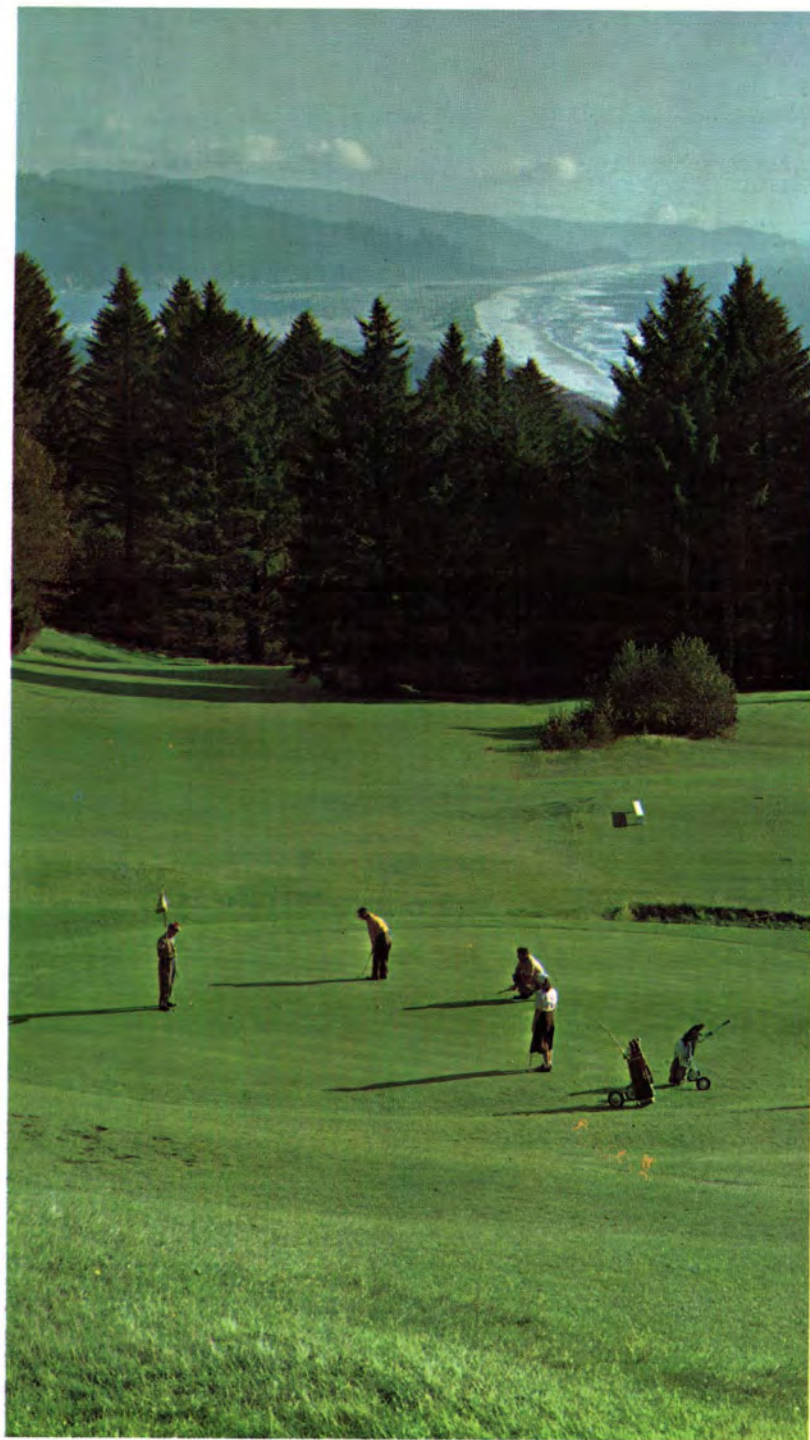


*Surfing, clamming, and beachcombing are always fun on the Oregon Coast. Families enjoy vacationing at many excellent resort and camping facilities.*

*Sea Lion Caves, north of Florence, is the only mainland sea lion rookery in the nation.*



*Spectacular settings such as this one at Neahkahnie Golf Course north of Nehalem add scenic charm to the sport.*







*Tug cove at Depoe Bay shelters deep-sea trollers, charter boats and private craft.*

*Honeyman State Park near Florence includes campsites, lakes and huge sand dunes.*



*Coastal resorts offer an opportunity to "rough it" in luxury.*

*Dig a feast of succulent Oregon razor clams.*





**Replica of fort** built by the Lewis and Clark expedition—Fort Clatsop National Monument, off U. S. 101 on the peninsula west of Astoria.


**A gnarled tree** frames Haystack Rock at Cannon Beach State Park.

**Famed 64-mile round-trip** mailboat ride up the swirling Rogue River into the wilderness begins at Wedderburn near Gold Beach.



# Willamette Valley

## **Rivers, roses . . . scenic charm**

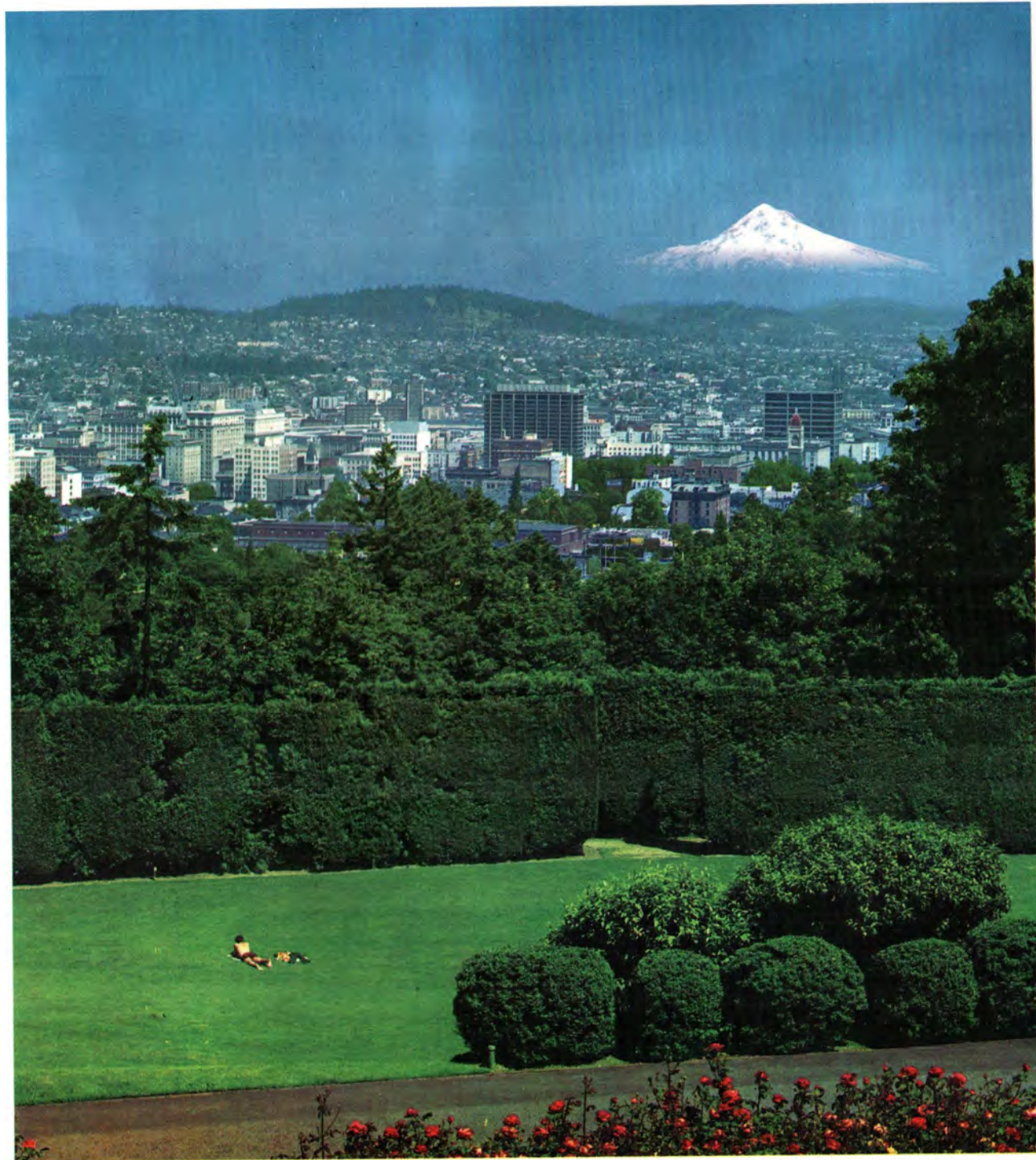


This is a lush, fertile domain of productive farms, big rivers, parks and forests, bordered by spectacular, white-crested peaks. At its head is Portland, the beautiful City of Roses. Oregon's largest city offers a wide choice of recreation . . . everything from its many fine golf courses to a 50-mile scenic drive and the fascinating Portland Zoo. And this major inland seaport serves as an excellent jumping-off point to see all the sights in the area. The Columbia Gorge is nearby and the many attractions of the Mt. Hood area are a short drive away.

As you drive south through the verdant Willamette Valley, make it a point to see Oregon's modern State Capitol building at Salem.

**More places to go** • International Rose Test Gardens at Washington Park, Portland • Sanctuary of Our Sorrowful Mother, Portland • Lloyd Shopping Center, Portland, largest in world • Historic Oregon City • Champoeg State Park southwest of Newberg, historic point of interest • Oregon State University, Corvallis • University of Oregon, Eugene • Willamette River boat cruises • Greyhound and horse racing • 49 golf courses in the valley • Portland Art Museum • Eugene, state's second largest city and a major wood products center • Willamette University, Salem, oldest university in the West.

*Mt. Hood seemingly "floats" on the Portland horizon. Flowers in the foreground are part of International Rose Test Gardens at Washington Park, one of 125 public parks in city.*





**Portland** offers a wide variety of entertainment, night spots, music performances by leading artists, touring stage shows and top sports events.

**For 10 days in June**, Portland is transformed into the "Kingdom of Rosaria" during the annual Rose Festival. Highlights include sports car racing, skiing competition, arts and crafts exhibits, three colorful parades, rose show, and other events.



**Features** of the big Oregon State Fair at Salem include horse racing, exhibits, shows.

**Portland Zoo** is famed for penguin colony, baby elephants, Zooliner railroad. Oregon Museum of Science and Industry is nearby.

**A refreshing** bit of Japan is found in Japanese Gardens in Portland's Washington Park.



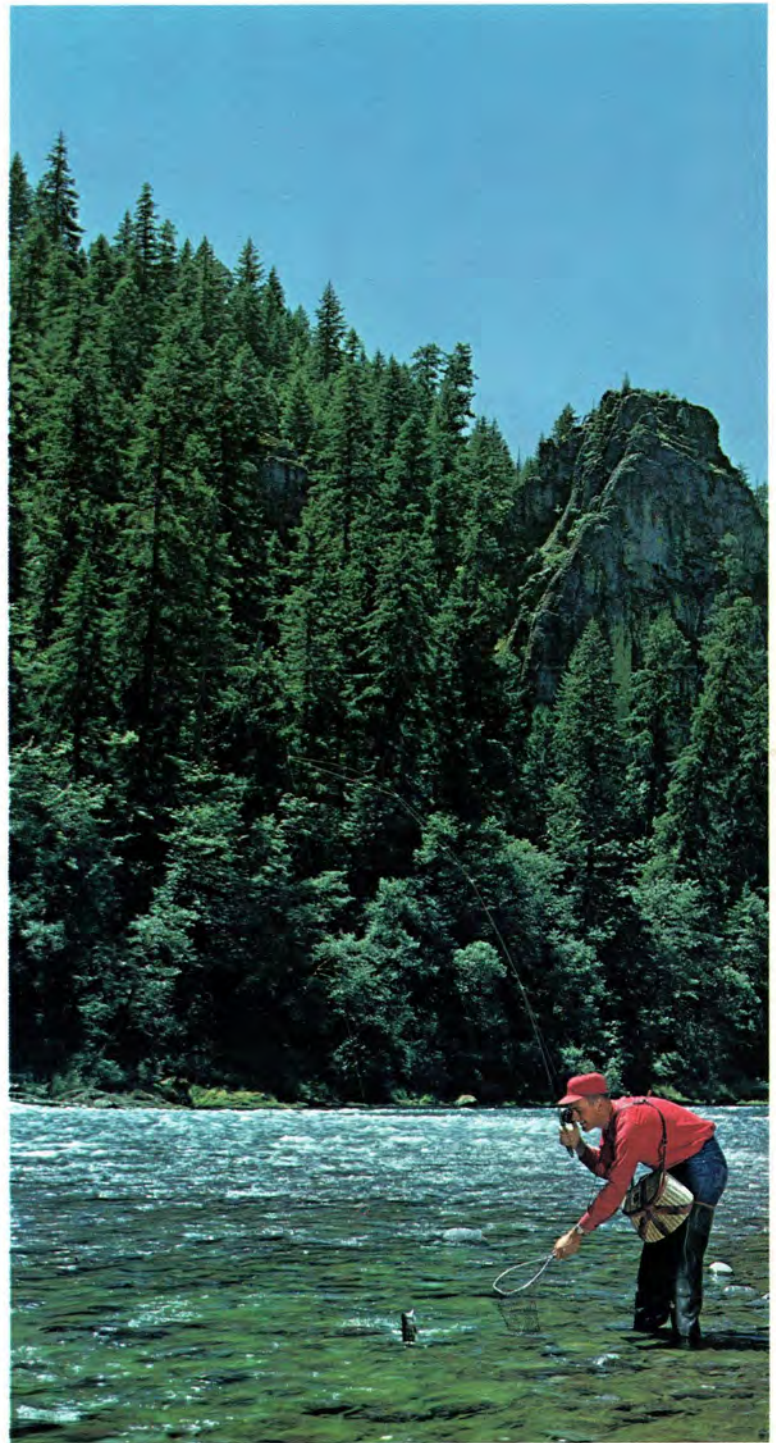


**Timberline Lodge** on majestic Mt. Hood is center of winter sports and wonderful summer fun.

**An angler** lands a rainbow in the famed McKenzie River east of Springfield in Lane County.

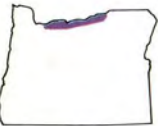
**Rhododendrons** frame view of picturesque Oregon State Capitol building at Salem.

**Colorful community** events abound in Oregon. This is the Scandinavian Festival in Junction City.



# Columbia Gorge

*One of America's greatest sights*



The colossal scale and grandeur of the Columbia Gorge take your breath away! The fabled “Great River of the West,” pathway of early Northwest exploration and trade, flows between magnificent lofty cliffs and mountains.

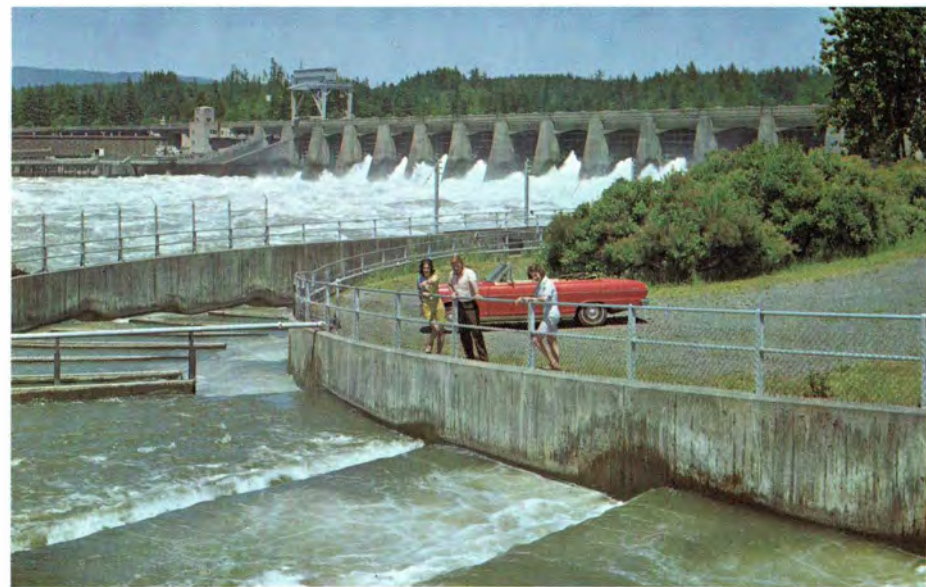
As you cruise along the excellent water-level highway (Interstate 80N)—or drive the upper level Scenic Highway—sweeping vistas unfold before you and many waterfalls cascade down basaltic walls to the roadside.

Man-made wonders are here to see also, huge dams—Bonneville, The Dalles, John Day and McNary.

**More things to see** • Indian petroglyphs and pictographs exhibited at Archaeological Museum, The Dalles • Old Fort Dalles • Hood River Valley, famed for apples and pears • Numerous, interesting State Parks along both the expressway and Scenic Route • Mirror-like Lost Lake—26 miles southwest of Hood River • State fish hatchery near Bonneville Dam.

*Crown Point State Park offers an awe-inspiring view of Columbia Gorge. Take Scenic Route at Troutdale 15 miles east of Portland.*





***Fish ladders** in foreground are popular points of interest at Bonneville Dam, 39 miles east of Portland. In Spring and Fall, huge runs of salmon, steelhead and other migratory fish use these ladders to continue upstream and spawn.*

***Multnomah Falls**, highest of the many cascades along Columbia Gorge, thunders down 620 feet. It is 30 miles east of Portland on Interstate 80N.*

***Ever-changing panorama** of the Columbia River rewards motorists who travel Interstate 80N. Pictured is the eastern approach to the high gorge area.*





**Panorama Point**, three miles southwest of Hood River, overlooks rich Hood River Valley orchards. Travelers enjoy many spectacular views on 170-mile Mt. Hood Loop trip.

**Spectacular Latourelle Falls** is one of 11 waterfalls in 11 miles of gorge Scenic Route.

**Punch Bowl Falls** rewards hikers with a cool refreshing respite, only a 45 minute hike from Interstate 80N in the Columbia River Gorge.

**Rooster Rock State Park** with its long, sandy beach is one of the most popular parks along the gorge. It is 23 miles east of Portland.





# Southern Oregon

## *Shakespeare and Gold Rush Days*



Here's an exciting land of contrasts. You can see superb Shakespearean drama presented in an authentic setting at the annual Oregon Shakespearean Festival at Ashland. Or seek out the Old West romance of gold rush days at historic Jacksonville. Here also are the gateways to Crater Lake National Park and Oregon Caves National Monument. This is a rich land of well-kept fruit orchards and farmlands, thriving cities and big timber. See the famous Rogue River and the 100 valleys of the Umpqua.

**More points of interest** • Medford, center of pear producing area • Myrtle tree groves near Myrtle Creek • Grants Pass, headquarters of Rogue River fishing guides • Roseburg, which claims title as timber capital of the world • Diamond Lake for angling • Mt. Ashland, Taft Mountain and Union Creek skiing areas.

*A fisherman prepares to launch one of the special Rogue River boats used when fishing in the rugged Rogue River of southern Oregon. The Rogue is one of the West's most popular fishing streams for steelhead and trout.*





*Late spring skiing brings out the avid skiers at Mt. Ashland Ski Area in the Siskiyou Mountains. Scenic ski runs are only a few minutes from the Interstate 5 Freeway.*



*Historic Jacksonville comes alive each summer with frontier activities and music festivals.*

***Oregon Caves** National Monument, 49 miles southwest of Grants Pass, is a popular visitor attraction.*



***Rustic chateau** at Oregon Caves offers excellent accommodations. The Caves were discovered in 1874. Names of underground formations tell a story of fantastic beauty: Niagara Falls, Paradise Lost and Dante's Inferno.*





*The beauty of its outdoor setting enhances the Oregon Shakespearean Festival, presented each summer in Ashland, on a stage patterned after London's Fortune Theatre of 1599.*

*Lake of the Woods, 45 miles east of Medford, offers camping, hiking, fishing and water sports. Boats and modern accommodations are available.*



*Travelers entering Oregon from the south on I-5 may stop for information at Rest Area near the border six miles south of Ashland.*

*The rushing white water of the North Umpqua River is noted for its fine trout and steelhead fishing. The Umpqua drains a wide, tall-timber vacationland.*





# Central Oregon

*Mountain and lake wonderland*



This is high, wide and handsome country with everything to lure the outdoor vacationer. It's a land of spectacular mountains, lava formations, clear, beautiful lakes, rushing streams and waterfalls, open rangelands dotted with juniper and sage, and irrigated farmlands.

Wildlife is abundant and the fishing is great! Enjoy your happy holidays hunting for petrified wood, fossils, pumice and semi-precious stones in areas noted for these finds. Or strike off in this invigorating, clean-air country for hikes, picnics, western trail riding, or water sports.

**More places to go** • Three Sisters mountain wilderness area • Lava River Caves State Park, south of Bend • Numerous sparkling mountain lakes, including Crescent and Odell with resorts and campgrounds • Pelton and Round Butte Dams and the lakes they form, northwest of Madras • Deschutes River area vacationland.

*Central Oregon's sparkling Metolius River winds its way through an area ideal for vacation fun. This is a Metolius resort near Camp Sherman—Mt. Jefferson in the background.*



**Oregon is unsurpassed** for well-maintained camp sites in state and local parks and national forest camps. This is a forest camp by Elk Lake, 32 miles west of Bend:

**Dee Wright Memorial** near Mt. Washington on McKenzie Pass, overlooks lava fields where astronauts study "moon country."



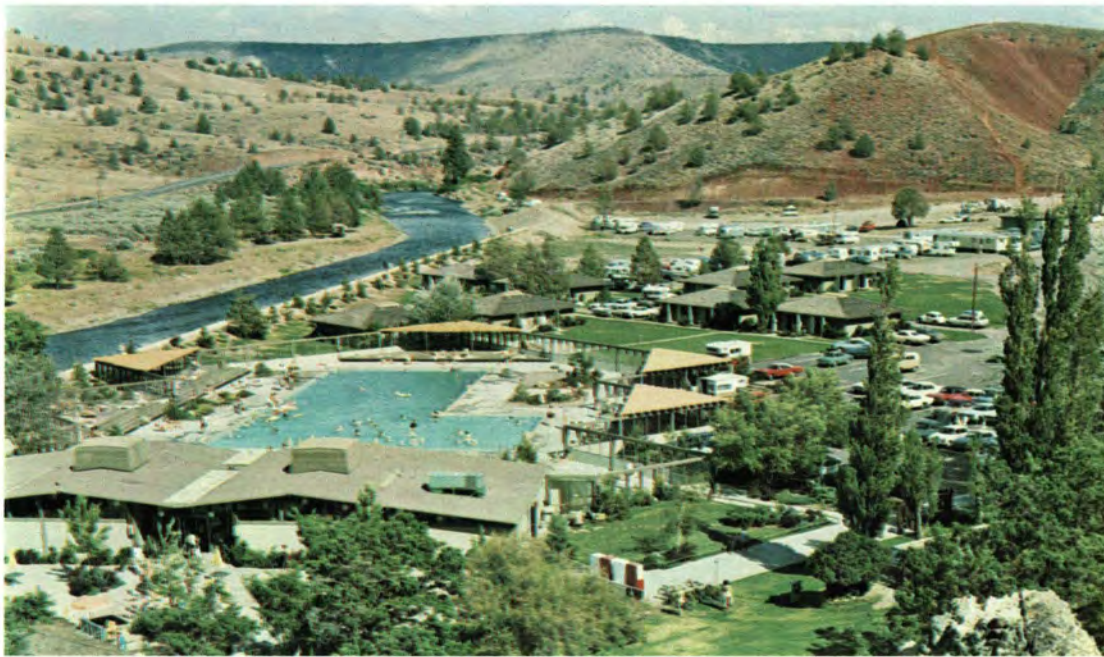
**Photogenic and weirdly beautiful** spires and cliffs of Smith Rock State Park nine miles northeast of Redmond. Plenty to do: fishing, trails, views, picnicking.

**This luxurious** lodge near Bend is one of many beautiful resorts in Central Oregon.



**Agate beds** near Prineville are centers for thundereggs, moss agate, petrified wood.





**Modern resort** in Central Oregon is Kah-Nee-Ta, developed by Confederated Tribes of the Warm Springs Indian Reservation northwest of Madras. This sunny oasis is fed by Kah-Nee-Ta hot springs. Huge swimming pool has naturally warm mineral waters.



**Boating and fishing** are popular family sports on Elk Lake in Central Oregon's Cascade Mountains. South Sister Peak is in the background. This is one of a dozen lakes on Cascade Lakes Drive.

**Lakes of Central Oregon** beckon you for sunbathing, water sports, fishing, picnicking. This is Cultus Lake, 44 miles southwest of Bend.

**Mt. Bachelor**, 23 miles west of Bend, is one of three fine skiing areas in this region (others are Hoodoo and Willamette Pass). Enjoy breath-taking views of Cascade peaks!



# Northeastern Oregon

*The Oregon Trail country*



This is a region rich in pioneer and Indian history, vividly flavored with western color and hospitality and filled with natural wonders. The Wallowa Mountain area once was the hunting ground of Chief Joseph and the Nez Perce Indians.

Marks of the historic Old Oregon Trail are still visible in this region. Other reminders of its colorful past include the world-famous Pendleton Round-Up, ghost towns and sites of old-time gold rushes.

This too, is a land of great dams, vast national forest timber country, huge irrigation projects, broad wheat fields, plateau cattle ranches, fossils, semi-precious stones, logging, mining, lots of game and excellent fishing.

**More points of interest** • Umatilla Indian Reservation • Mile-high Spout Springs winter sports center three miles east of Tollgate • Chief Joseph Days celebration • Baker, early gold mining center • Hurricane Canyon scenic drive near Joseph • Brownlee dam, second highest rock-fill dam in world • Anthony Lakes skiing and summer recreation area 20 miles west of Interstate 80N, 36 miles from Baker • Old Oregon Trail Monument at La Grande.

**Wallowa Lake**, at the base of the rugged Wallowa Mountains near Joseph, was formed by a huge glacier many thousands of years ago. Today it is one of Oregon's finest recreation areas with a large state park, resorts, guest ranches and a new gondola lift to the top of Mt. Howard.





*Tiny camels and three-toed horses left their remains in the world-famous John Day fossil beds north of junction of Highways 26 and 19, west of John Day. See Indian writings on canyon wall.*

*A pack trip into gem-like Bear Lake high in the Wallowa Mountains takes you among peaks more than 9,500 feet high. More than 40 lakes offer incredibly good fishing.*

*See America's deepest gorge. Visitors to Hat Point 53 miles from Joseph look a mile deep into Hells Canyon.*

*Secluded guest ranches and lodges are among the many fine resorts which provide a full range of facilities and activities.*







*Strawberry Mountains near Prairie City provide scenic backdrop for cowboy and cattle country. Poet Joaquin Miller cabin and two museums are points of interest.*

*Hard-riding action by top rodeo performers, plus colorful Indian and Old West pageantry are featured in the Pendleton Round-Up, Happy Canyon Show and Westward Ho! Parade. See it all at Pendleton in mid-September.*

*Oregon outdoor pleasures are ideally suited for family participation. Here, camping at Wallowa Lake State Park.*



# Southeastern Oregon

## *Wildlife and geologic wonders*



Crater Lake National Park, one of the wonders of the world, is a “must” for sightseers. This is also a land of exceptionally abundant wildlife, including antelope and deer—a region teeming with waterfowl. Pelicans nest on Upper Klamath Lake and small herds of wild horses still roam this area.

A rockhound’s paradise, southeastern Oregon offers many sites for the discovery of semi-precious stones, fossils, Indian arrowheads and other artifacts.

**More points of interest** • Collier Memorial Park and Logging Museum 31 miles north of Klamath Falls • Jordan Valley Basque settlement • Weyerhaeuser lumber mill, largest of its kind in the world, Klamath Falls • Upper Klamath Lake near Klamath Falls—resorts and campgrounds • Tomahawk and Warner Canyon skiing.

**Lake Owyhee State Park** is on 52-mile long shore of Owyhee Reservoir, 58 miles southwest of Ontario. Fishing is excellent. Park has picnic areas, paved boat launching ramps.



*Klamath Lake, overlooked by Mt. McLoughlin, provides abundant boating, fishing, waterfowl hunting and other water-related activities.*



*Desert beauty of Succor Creek Canyon in Malheur County.*



*Pronghorn antelope range over three counties in southeastern Oregon. Along with the antelope, a herd of bighorn sheep roams Hart Mountain Antelope Refuge northeast of Lakeview.*





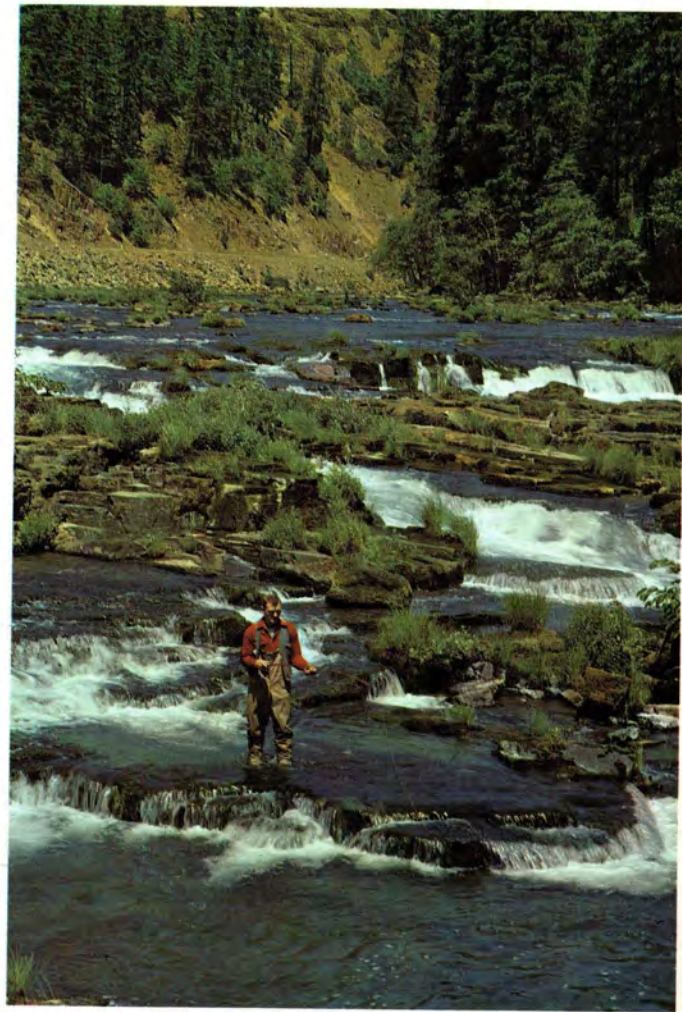
*Incredibly blue Crater Lake, 57 miles north of Klamath Falls, is center of its own national park. The 1,932-foot deep lake is set in a crater formed by the collapse of a prehistoric volcano. A 35-mile rim drive offers varied views of the lake and Wizard and Phantom Ship islands. Crater Lake Park has lodge, cottage, camping accommodations.*

## *Sportsman's Paradise*

Whatever sport you like best, you'll find Oregon offers superlative surroundings for it. The temperate climate permits year-round enjoyment of outdoor activities. And many resorts—from mountain to sea level—provide ideal conditions for winter and summer sports fun.

Oregon is noted for its excellent fishing and hunting. Great numbers of salmon, steelhead, trout and many other species of fish are caught. Big game is plentiful—Rocky Mountain and Roosevelt elk, large numbers of mule and blacktail deer, and some whitetail deer. There are harvestable numbers of pronghorn antelope as well. Oregon has a wide variety of upland game, waterfowl and small game animals.

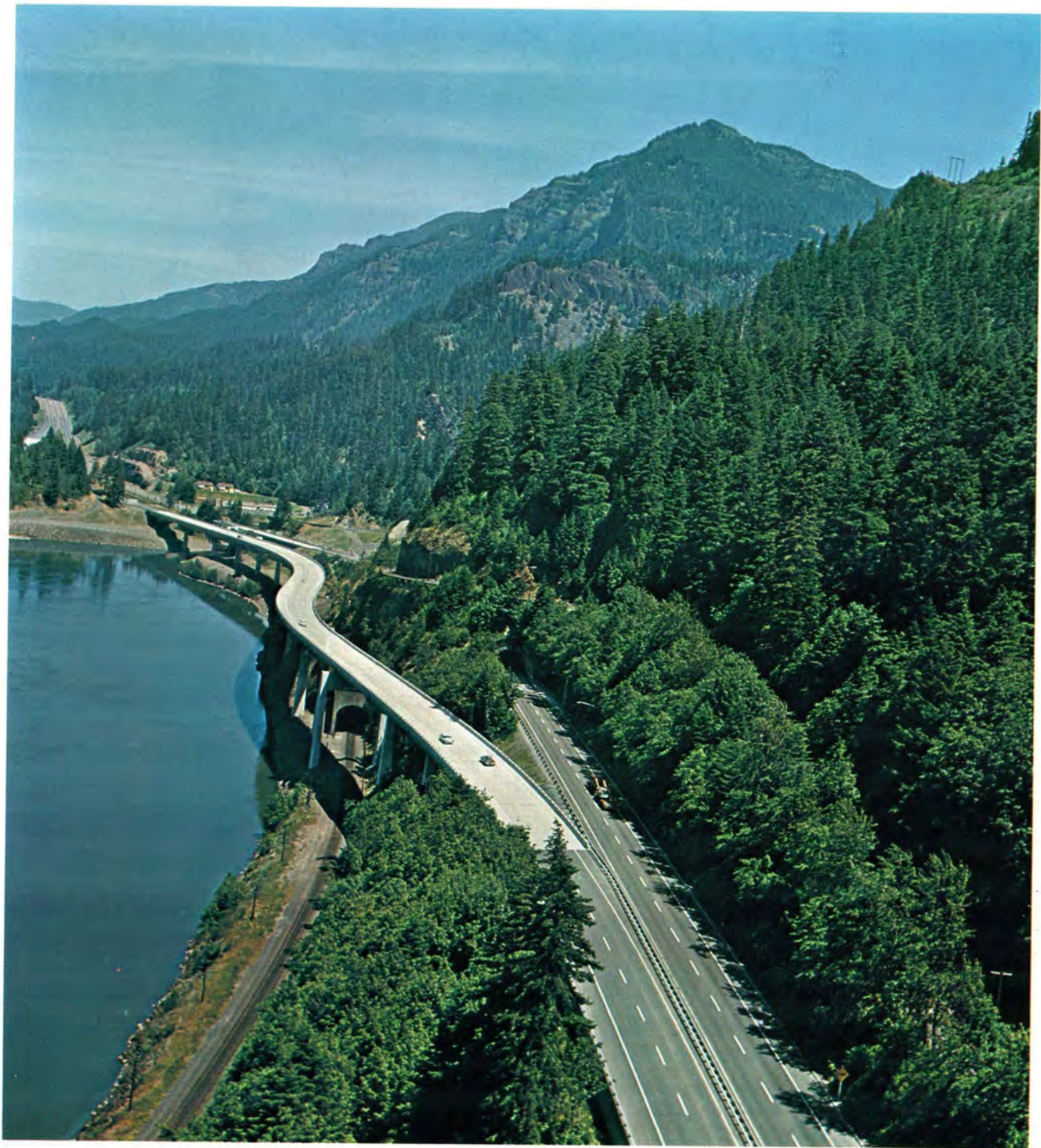
The Travel Information Section invites inquiries on fishing and hunting regulations, lakes and streams, bird and big game regions, and ocean-side areas, including coastal lakes.



***Tooth Rock Viaduct on Interstate 80-N near Bonneville Dam. The new viaduct provides two westbound lines in the steep-walled Columbia Gorge while eastbound traffic flows through the tunnel. I 80-N is the major east-west highway route through Oregon.***

## ***Oregon highway system one of best in nation***

All sections of Oregon are easy to reach over the state's fine system of freeways, modern highways and paved connecting roads—totalling nearly 75,000 miles. The Beaver State is one of the nation's leaders in percentage of Interstate System completed. Recent improvements on Oregon's expanding highway system include more than 540 miles of freeways, straightening many routes, adding passing lanes on upgrades and landscaping roadside areas. Less travel time means more vacation time! You'll find it a pleasure to drive Oregon's scenic highways.



# *A vigorous young state looks ahead*

In 1805-06 Lewis and Clark wintered on the Oregon coast after their historic and hazardous journey across the continent. Later, "mountain men" combing the West in search for fortunes in furs, explored more of this rich new country.

The storied name, Oregon, carried a promise of a better life for the thousands of hardy pioneers who took to the Oregon Trail in the 1840's and 50's, leading to the establishment of a territorial government in 1848 and Oregon statehood on February 14, 1859.

Today, Oregonians are moving ahead in the frontier spirit of Lewis and Clark and the pioneers. They foresee unparalleled growth in population, industry, education and commerce—and an even better place to live.

Oregon has many reasons for looking ahead with optimism. Besides being a great place to live, the state has well-diversified industries which

have shown impressive growth and provided the sound base for a stable economy. Oregon has outstanding educational facilities and has demonstrated national leadership in many fields.

Oregon research facilities are helping solve problems of national and international scope. Some of these facilities include the Oceanography Laboratory of Oregon State University, the Oregon Primate Research Center, the heart research facility at the University of Oregon Medical School and the Institute for International Studies at the University of Oregon.

Oregon's forest industry ranks first in the nation—first in production of logs, lumber, plywood and particleboard. Productive, skillful Oregonians are making giant strides in manufacturing, space-age metals, electronics and many other fields.

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## *Here's information to help plan your vacation trip*

Your kind of vacation fun is represented here. The folders listed carry detailed information on the many interesting things to do in Oregon. Plan

your vacation with any of these folders that interest you. They are available free of charge.

### **Oregon Public Parks Guide**

(includes state parks, major U. S. forest camps, county parks, roadside rest areas, historical markers.)

### **Oregon Boating Guide**

### **Oregon Golf Courses**

### **Ski Oregon**

### **Oregon Guest Ranches**

### **Oregon Climates**

### **Oregon Salmon Fishing**

### **Rockhounding in Oregon**

### **Oregon, Its Capitol, Its History, Its Industries, Its Services**

### **Oregon Events**

### **Route of the Oregon Trail**

### **Mt. Hood-Columbia River Gorge Circle Tour**

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*Front Cover*—Cool, blue Spring Creek flows through green pine forests to meet the Williamson River in Southern Oregon. This top fly fishing stream is easily reached by Highway 97.

*Back Cover*—Oregon's superscenic coastline promises exciting fun in the surf and sand, as in this sunset scene at Sunset Bay near Coos Bay.



*Oregon... the 24 carat vacationland*