THE COMMERCIAL BEACH, LAKE, AND FOREST TYPE
RECREATIONAL RESOURCES OF LANE COUNTY, OREGON

by
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Approved:

[Signature]
Professor of Forestry
In preparing this thesis the writer wishes emphatically to state that the volume is not intended to give a complete presentation of all the contemporary commercial recreation establishments. It does include those enterprises that offer forest, lake, and beach types of recreation. Hotels and tourists cabins have not been included as they are believed to come in a somewhat different classification.

There are three possible ways of classifying out-of-door recreation, namely: on the type of recreational opportunity afforded, on the basis of social benefits derived, or on the basis of administrative agencies. The latter has been used in this survey in that the commercial private operator was selected.

We think of play and recreation activities as those which men and women and children engage in because of inner desire and not because of any outer compulsion. The same activity may at one time be recreation and at another time not, and there are, of course, all degrees of recreation values. Active recreation, likewise, fades into education, into religion, and into work. So we find contact with nature a very vital part of any recreation activity.

The growing demand for opportunities to pursue recreation in the wide open spaces has been met by Government, State, and municipal agencies along with many kinds of Character building organizations. Much has been done and written about their developments, yet little is known about the commercial side of the growing profession. The private operator has a vital roll to play in giving to the people the joy they seek in the woods, along streams, or on the lakes. His job is
not to build an all powerful state, to reduce crime, to build health, to create workers who are more alive who will produce more--but primarily and first of all to help people pursue a more abundant living thru creative recreation.
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THE SURVEY

It is now apparent that various types and forms of recreation, while somewhat homogenous in a physical sense, are not administered by related agencies. Recreational activities are managed by some fifteen federal agencies dealing with the whole field of recreation from the forest types to the urban play ground forms. The State, likewise, works in the same manner with possibly a wider gamut of enterprises to steer.

It is not unusual, therefore, to have semi-public and commercial privately operated recreational establishments offering various kinds of leisure time amusements.

The purpose of this survey is to compile, analyze, and draw conclusions from data gathered in the field on the number of commercial forest, lake, and beach type recreation establishments in Lane County. With this in mind it was further intended to get sufficient information to give a fair idea as to the possible future remunerative opportunities that could be expected from present establishments. It is realized that future trends cannot be accurately determined by past studies; yet they do shed light on the economic practicability of the occupation.

Lane County, Oregon was selected as a political unit in which to survey the field in that it typically represents the western Oregon counties that include either the ocean or Cascade range or both. A secondary reason for selecting the above county was found in the fact that the writer has spent a considerable part of his life working and recreationing.
within its four boundaries. Thus a rather close and intimate knowledge of physical, social, and economic conditions was had to start with.

THE PROBLEM

Pioneers possessed of initiative, vision, self-reliance, and courage in working out their problems have occasionally established unknowingly helpful recreational patterns for the thousands who have followed them. Nevertheless, so overwhelmed has man become by the outcome of the inventions of his brain that he is prone to lose sight of the inexorable dependence upon nature for knowledge and recreation.

Of late, recreation has come to the front and is a part of our daily plans. This is not true just for Lane county alone, but it is true for the entire country. Many reasons have been set forth to support such statements, however, it is certain that without certain fundamental resources on which to build, it is next to impossible to have any developments of an enduring nature. Recreation, like other occupations, can forge ahead by capitalizing on her raw resources which have been abundantly supplied. This does not mean that they should be consumed but it does infer that they should be used in such a way as to further ameliorate our crude human race which has its fullest expression in the form of what can be termed physical recreation.

To balance the every increasing complicated and unnatural life in the cities, the recreational demand tends more and
to the simple, natural forms in less crowded parts of the country. Furthermore, this does not seem merely a passing fashion but an urgent biological need for all people coming from northern European stock.

Other considerations that lead to the above conclusion are to be found in smaller families, increased urbanization, faster and cheaper transportation facilities other than railroads, shorter working hours, but work resulting more in nervous than physical fatigue which all tend to increase the demand for recreation.

In the past decade visitors to the forests and national parks have increased ten fold. Thus there have been many thousands of recreationists going into our forests and along the beaches for a day, week, or even a month.

At first there were no restrictions as to use, methods employed or areas traversed by the roaming public. Soon, however, it became apparent that besides setting aside certain areas for recreational use it would be necessary to develop facilities to control the used parts of the area and to give better utilization of those sites set aside for such use. So in a capitalistic country private interests were first to enter the field by providing rather crude facilities.

Today, while federal, state, municipal agencies, clubs, and private individuals all have their place in a progressive well-planned recreation program, there is no overlapping of commercial establishments offering services in the form of facilities to the many types of recreation users.
Since very little information is available on commercial recreational enterprises, it becomes increasingly important to investigate the opportunities that lie ahead. It is felt that this preliminary Lane county survey might give evidence of the present and future trends of what is rapidly becoming a major profession in many parts of the United States. It is felt that this report will help in stimulating others who plan on taking college work in recreation to consider this angle of the problem. It also has significance from a professional foresters standpoint in that forest service recreational developments are aimed to help rather than subtract from private recreation business. A better understanding of the problems confronting the private commercial operator in this line of endeavor will aid materially in a foresters work and public relations. Then, too, the federal or state government cannot absorb all the professionally trained forestry men. It then behooves the student to create his own job and to carve for himself a nitch in the scheme of things. I know of no better opportunity that presents itself to a young graduate than to associate himself with such a profession.

THE PAST

No past studies of this nature have been made in this area as far as I could learn. The sociology department of the University of Oregon in cooperation with the State Planning board made a rough survey of all social conditions and opportunities in the County. The information of this report
was not pertinent to this survey's subject matter, consequently of no importance with respect to this subject. In fact the writer knows of no survey in Oregon conducted that designates or segregates recreational activities according to administrative agencies. This report was instigated after it was learned that no material was available from which to draw.

Faced with the paucity of past studies it became necessary to do original research in this field, the methods of which will be discussed under the next heading. Moreover, as recreation takes on an ever increasing number of new forms and meanings and in so doing becomes more varied it is ever harder to define the meaning of the word. If an attempt is made the border line of recreation is not entirely clear. Recreation as used in this report means active physical reaction on the part of the individual that is elicited by external stimulus of a forest, lake, or beach environment. It is primarily outdoor activity. Recreation is not the roads, parks, or buildings and their facilities, but one's reaction to them.

THE PROCEDURE

A definite procedure was followed after the scope and purpose of the survey had been stated. The six steps will be listed in order with a few comments on methods used.

1. A job analysis was prepared to insure an understanding as to the objective and the limitations of the survey project.

2. A preliminary draft of outline prepared and sub-
mitted to adviser for approval.

3. Investigation to find out how much of the desired information had already been assembled by various local agencies, and the bringing together of locally available material applying to the survey as outlined.

4. Accomplishment of a field survey to obtain data.

5. Compilation of data collected in a systematic order.

6. Careful checking to insure that the assembled material represents the facts.

Since there were no previous studies of this nature available, it became necessary to conduct a small preliminary survey to determine the number and location of commercial establishments. This information was had from the Chamber of Commerce in Eugene, Oregon. With Lane County's vast recreational resources it was realized that many potential areas had not been made available to the public and that others of very little value under present demands might be of great importance in the future for new types of recreation. To unearth these was not a simple matter. Sources from which valuable information was received included the Siuslaw and Willamette National Forests, a number of realitors of Eugene, present commercial establishments, and various clubs and outdoor sport organizations.

In conducting the survey each commercial operator was personally contacted and information received from such interviews was noted on a survey sheet. The survey consisted of three parts, namely: Physical, Social, and Financial. The latter was the most difficult to obtain in that very few proprietors kept financial records. The survey was made easy in that each operator was more than willing to discuss his
his business adventure. In no case was the writer refused information if it was available. In respect to the physical and social data obtained the survey was a success, however it was hoped that enough financial data would be available to show the past trends graphically; but due to the limited information obtainable a complete and accurate financial balance between investments and returns was not possible.

In the unit write ups no information of a confidential nature is included. Likewise, information given is from existing developments and does not include what is planned for the future. Conditions describe are as found at the time of this survey. Thus it cannot be hoped that they will remain this way even for one year. This industry, like most others, is in a state of flux and must remain as such in an effort to keep up with the every changing recreational demand.
II. THE COMMERCIAL FOREST, LAKE, AND BEACH RECREATIONAL ENTERPRISES. ——— CONDITIONS AND PROBLEMS

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The southern most county of the Willamette valley, Lane county, extends from the Cascade mountains on the east to the Pacific ocean on the west. It is 120 miles long and varies from 30 to 60 miles in width. Elevation of the county varies from sea level to 10,354 feet. The area is 4,587 square miles and contains 2,835,680 acres of which 1,700,000 has been classed as agricultural lands. The balance of the area is largely covered with timber, Douglas fir predominating. Of the total timbered area in the county 1,347,950 acres are in the Willamette and Siuslaw National Forests.

The climate of the Willamette valley is very mild at all times of year. An average temperature over a period of years was 37 degrees minimum and 81 degrees maximum. Rainfall averages 35 inches annually most of which comes in winter.

PHYSICAL FEATURES

Much could be written on the physical features of the county but in passing it might be mentioned that the natural topography divided the county into three parts: the coast area including the coast range and beach, the Willamette valley, that is the upper part of the basin, and the west side of the Cascade Mountains.

ECONOMIC IMPORTANCE OF COUNTY TO STATE.

From an economic standpoint the county is rich in timber resources which include about 60 billion feet of merchantable timber. On an average this product provides over two-thirds of the county's annual payroll. Large investments have been put into the lumber mills which number about 75. Next in importance is agriculture with dairying, livestock, and poultry close followers in economic returns.
IMPORTANCE OF RECREATION TO THE COUNTY

It is not definitely known just what part recreation facilities return to the county in dollars and cents. An estimation may be had from an analysis of state recreational income figures.

Mr. Say of the State Highway Department reports the following figures for Oregon in 1938. He further states that they are quite accurate as greater coverage was had in the number of reports submitted to him. From outside state visitors in 1938 there was $40,000,000 spent on recreation. This includes approximately 600,000 people from out of state each year who spend on the average of 9 days in Oregon.

Our own people spend about $50 per year for recreation. That means from 40 to 50 million dollars that exchange hands in one form or another for recreation received. While it is hard to determine what each county spends, it can be estimated that the people of Lane county spend about $2,723,200 annually. This is augmented to a sum of $14,503,200 by out of state recreation seekers.

This figure is believed to be small compared with the great possibilities and opportunities that may be made available some day. A brief inventory of natural resources will without a doubt reveal the potential resource that have not yet been made available. Lane county in every way answers the sportsman's most cherished dream. Deer, pheasant, and ducks are in abundance in their season. Salmon, trout, steelhead, bass, and many other kinds of fish are to be had in lakes, streams and bays. For local and out of state people who are eager for a vacation of a few days to a whole summer may enjoy their sport here. The county is a meca for those who wishe to
build summer homes. Most any type of lake, stream or beach site may be had at reasonable prices. The Forest Service has very attractive summer home sites surveyed which may be leased for a nominal sum. Private lands valuable for recreational use can still be acquired at a low price under the land exchange act.

In the final analysis the forests for recreational use cannot be evaluated entirely in commercial terms, although there is, as has been shown, a large economic return to the county. The county contains a large area which may rightly be classed as playground; recreation in its aesthetic meaning of the word.

PRESENT ACTIVITIES WHICH ARE IMPROVING COMMERCIAL RECREATION.

Transportation. There are fine paved highways traversing the area which now serve all the sections of the county. Secondary macadam roads give access to the smaller communities; while the Forest Service roads penetrate the back country for those enjoying the rougher country. Besides the highways there are three main and five branch rail lines to all parts of the area. This in itself is a fine indicator of the progressiveness of the people of this part of Oregon.

Forest Service and state recreational developments. With the increase of Forest Service and state developments of trails, roads, picnic and camping areas, has come added interest on the part of the public. It has taken such basic facilities to give added imputativeness to the recreation movement. Camps and other facilities have been so built that they give the private recreation operator advantage of that class of trade which tends to frequent such camps. This harmonious relationship does not
find its self at home on the cascade area. The private and Forest Service developments are on opposite sides. This need not be, however, it is impossible to have wide spread facility development without having some conflicts. The result, I believe, will be good from the recreationist standpoint in that the private operator will either take a back seat or improve and modernize his facilities to keep up with public interest and demand.

**New Leisure time.** Much could be said about the affects of the present recreation developments as a result of an increase in added leisure time now enjoyed by most of the public. Here too, the arts and sciences will have to be given credit for inculcating into the activities of the young people healthy and active outdoor types of summer and winter recreation.

Formerly, recreation of almost all kinds, since it cost money, was looked upon as a luxury, therefore within the province chiefly of the wealthy. That idea has been giving way gradually and more and more those forms of recreation which were the rich man's perquisite have been made available to all. The community, the state, and the Federal Government are making possible to large numbers what once the exclusive country club, the private camp, or hunting lodge provided for the few. The commercial enterprises have united their efforts to harmonize with that of other agencies towards eliminating waste efforts in bringing about a much more compact front for organized recreation for both the privileged and unprivileged classes.

A very definite tendency to unite education with creative recreation is now in progress.
**Fish and game.** Much of the recreational use of the county's wild lands is in connection with opportunities for hunting and fishing which these lands afford. Judging by the number of game licenses issued about 1 out of every 10 of the inhabitants of the county participates in these sports, many varieties of which are to be found at their best a short distance from the private recreation enterprise.

Mr. Say reports 56,000 inquiries for information concerning recreational opportunities within the state each year. He further states that 10 to 15 percent of these inquiries are requests for fishing information. These figures do not include the National Park or Forest Service requests for similar information.

**Other considerations.** Many changing conditions and events have furthered the establishment of recreation on a broad scale at this period in our development. In fact, so many things have occurred that but few can be cited in a paper of this kind. Most character building organizations have their summer camps or are in the process of constructing them. Such programs are teaching the young people the value of the out-of-door type of recreation. Results have already been witnessed from the boy and girl scout organizations.

Then, too, the private recreational enterprises have felt the pulse of the public and for some time have been adding to or establishing new facilities to meet the ever growing public demand.
The automobile has facilitated the problem of mass and individual mobility. It has been found that recreationists to the beaches, lakes, and forests increase in direct proportion to the increase in number of families owning cars. Thus many other causes, too numerous to mention, might be listed as direct or indirect factors in furthering the out-of-door type of recreation.

SERVICES RENDERED BY COMMERCIAL ENTERPRISES.

A multitude of services are to be had at the various recreation establishments. In fact most any service may be had if one can but seek the proper place. Many places specialize in particular kinds of accommodations.

It is odd to think that one would like to cook his or her breakfast when out on a vacation, but there is a new resort about to be completed that either serves the meals or if you so choose may go out in the kitchen and cook whatever you can find or want.

The lake type of resort always furnishes boats for pleasure riding and for fishing. Most places have oar and/or motor type boats. Row boats rent for about $1.50 per day or 50¢ per hour. If a motor boat is desired the rent is on an average $1.00 per hour or $5.00 per day.

A commissary is usually maintained for recreationists and does at the same time attract passing tourists who might be in need of supplies. Another characteristic of these resorts are the numerous cabins available by the day, week, or month. It is the custom to furnish them with a stove, bed, wood, and chairs. Some are completely furnished for house-
keeping and these rent from $1.50 to $6.00 per day or from $30.00 to $50.00 per month. Besides cabins, most places are equipped to give dinning service and some have hotel or lodge accommodations. The average rates for the meals and room at a hotel or lodge are $3.00 per day or $60.00 per month per person.

Beach and forest type recreation establishments, while having many things in common to the lake type of resort, cannot on the average offer boating facilities to the public. It is true that boats are used on the McKenzie and Willamette in great numbers; however, one must also hire an experienced river guide that can take you down the river in safety. In other respects most enterprises offer many attractions that are the same. These are usually hunting, fishing, guide service, and swimming. Some places are equipped with dance halls, while others have baseball diamonds and tennis courts. Some of these places provide for camping sites but this is a feature that is rapidly being outmoded due largely to free government camping facilities. In most every case the resorts are equipped with their own light plant, having also hot and cold water, and in some cases have a central heating system.

These are the big items that attract and help give recreationists more free time to enjoy the out-of-door attractions which they have felt a need for. While these services are to be expected of a modern establishment of this nature, that is not what appears to be the most important feature that attract the people. In fact these basic facilities are taken for granted and if not provided tend to put the enter-
prise at a disadvantage. It has often been discussed as to what actually does bring people to a place time after time. These little, behind the scene attractions that one reacts to unknowingly prove in many cases to be the real drawing cards for a great many pleasure seekers. They appeal to the individual interest and possibly have close connection with the hobbies a person enjoys.

These extra services and interests of the proprietors are often his way of expressing his individual personality to those who truly enjoy themselves. The atmosphere of the establishment reveals to the public the managerial ability of the operator. Every resort imparts an attractive or repulsive stimulus to the average visitor. If it has too meager basic facilities or too high prices the recreationists soon leaves and never returns; while at the same time if the public is not offered an outlet to their creative abilities then such a place has its days numbered. Then it is desirable to have those personal services that appeal to the individual and in so doing make the experience so pleasant that he will return time after time and in the end bring his friends and neighbors who have similar interests and hobbies to enjoy his findings with him.

So far no clear idea has been given as to what constitutes personal services and attentions. It is feared that no attempt to classify them can be forthcoming; however a few examples of what is meant can be given from interviews had and observations made.

Probably the first clue to what one may expect from var-
ious resort operators can be had by observing the type of leadership ability displayed. Leadership seems to be the crux of any commercial recreation enterprise. This reason is to be found in the fact that recreation covers such a broad range of interests which are all personal ones; it is so general in some of its aspects and yet so highly specialized in others. Thus leadership has to be extremely varied and must always have one characteristic in that it must display the ability to deal with people. This places the proprietor in an administrative position in respect to the whole recreation seeking public. He likewise must be a specialist along some recreation line such as fishing or hunting, boating or boat building ability or have a number of hobbies common to the public interest and to his type of recreation enterprise.

One proprietor has a very interesting hobby of antique collecting. He has furnished his place in old fashioned English style furniture. This interest of his has brought him many English tourist who have been coming in greater numbers every year. This same operator is a fish and hunting enthusiast, who knows this field of sports in America, in Canada, and South America. Another feature that makes him a successful recreationist, is his ability to make rustic furniture and novelties. This obtains for him the interest of both men and women who patronize his place and who plan on owning their own summer home or who plan to furnish the one they already have. He is kept busy all winter long filling orders for rustic furniture for summer homes.

Another proprietor is an expert in making fishing equip-
ment. While this supplements his resort income, it is a great
drawing card for sportsmen. He likewise has a large gun and
shell collection. Still another enterprise is owned by a man
who specializes in agate cutting and polishing. He is like-
wise a geologist and has a historic Indian collection. Many
other special personal interests could be mentioned, such as
all kinds of handicraft work, nature collecting which is a
hobby of a great many recreationists as well as resort owners.
Women also play a large role in helping their husbands in this
occupational field. Often it is found that the wife takes
charge of the dining service and administers the household
duties while the husband specializes in the out-of-door ac-
tivities and interests of his customers.
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INTRODUCTION

The western part of Lane County is truly Oregon's vacation paradise for out-of-door sport enthusiasts. Perhaps no other area in the County offers such a wide selection of attractions for lovers of the outdoors. Along the 28 miles of rugged and picturesque coast line one is impressed by the wide beaches, the parklike shrubbery that borders the highway throughout much of the distance, and the huge sand dunes at Sutton Lake and other points along this section.

For the nature lover, I know of no better environment to school oneself in than the beauty of this area. Trees and shrubs are tall and luxuriant. In treeless sections exposed to the wind and sun, the same shrubs form low, impenetrable thickets and their wind-clipped foliage shows great beauty and richness of color. Sand dunes are a great attraction to many as some of the dunes are quite active. That is an active dune is one in the making. The sand worked up by the waves, when dry, is picked up by the wind and blown inland. The blowing sand accumulates behind an obstacle and builds up a gradual slope on the windward side with an abrupt slope to leeward.

Likewise, the rugged coast land offers a natural laboratory for the study of geological formations and the effects of the ocean waves upon the land.

For the sportsman there seems to be unlimited opportunity for picnicking, hiking, fishing, boating, golfing, deep sea fishing, and beach walking. The coast waters abound in sea food, including crabs, salmon, razor clams, cod, sea bass,
and perch. In the rivers and lakes are Silverside, Steelhead, Chinook, Cutthroat, Black Bass, and Rainbow trout. For picnicking and play there are miles of smooth beaches with camping accommodations maintained by commercial enterprises and by the Siuslaw National Forest.

Inland a short distance are many forest studded lakes which have been formed by the shifting sand dunes stopping up rivers and small streams. Here there are all kinds of recreational resorts and facilities for the recreationist. Many mountain stream provide excellent fishing in season. Hunting is likewise a major sport of this area. Roads and trails abound thus making all places readily accessible to the general public throughout the year.

In writing up the physical, social, and financial data obtained, a definite procedure has been followed which is used in each unit write up. Also the recreation establishments have been divided into three classes for convenience in classifying the many types of resorts and lodges on this area. The classification has been based on the major recreation interest of the individual units. Thus it was found that the beach type of resort was organized on somewhat a different plan than the lake type of enterprise and that still another or third type was to be found in the forest that had neither beach nor lake but possibly a stream or winter sport facility.

Areas used for commercial recreation enterprises on the coast are all privately owned. No Siuslaw National Forest recreation site permittees are now in existence or are being proposed by that forest. The majority of available government
sites are reserved for more important public use of camps and picnic grounds for which there is a growing demand.

* * * * *

THE FOREST TYPE ENTERPRISE.

Name of resort: Klaw-Hiss-Ta
Proprietor: George Sever. Swisshome, Oregon
Location: On Lake Creek Highway (Oreg. State No. 36) 59 miles west of Eugene at Swisshome, Oregon. Four miles west of the New Route F now under construction.
Elevation: 118 ft.
Accommodations: Dining service, or serve yourself. capacity 15 persons. Popular prices, from 25¢ to $1.25. 5 rooms at present without bath. $1.00 to $2.00. Lodge facing both Lake Creek and Siuslaw River. Cabins three at present but will have more in near future, boats.
Recreational facilities: Fishing and hunting in season, mountaineering, swimming, and boating.

* * * * *

Name of resort: Bilake Cabins
Proprietor: E. B. Fuller, Florence, Oregon
Location: On (U. S. Highway No. 101.) six miles north of Florence. Florence being 81 miles west of Eugene.
Located on highway on Sutton Lake outlet.
Accommodations: Single and duplex cabins without bath. $1.00 to $5.00 per night. There are 10 at present. Service station and a few recreational supplies.
Recreational facilities: five miles by road to beach.
Near Sutton Lake, swimming, hiking, fishing, hunting, and nature
nature study.

Note: The Forest Service have built a fine wayside camp on the Sutton Lake outlet. It is sheltered from the winds and is a very desirable spot at which to picnic or camp for the night. An interesting trail leads from the camp ground down the outlet of Sutton Lake and across the sand dunes to the sea. This camp is used in connection with this commercial enterprise. Mr. Fuller keeps the grounds clean and sees that wood is distributed to the campers. He does not have to supply the wood. A number of such cooperative enterprises between the Forest Service and the Private operator are to be found along the coast country. This combination works out very well for the private enterprise as well as for the Forest Service and of course the public is none the wiser. Mr. Fuller has a boat house on the outlet and rents boats for fishing on the Lake.

* * * * *

THE LAKE TYPE ENTERPRISE

Name of resort: Triangle Lake Resort.

Proprietor: C. M. Hulbert Blatchly, Oregon

Location: On Lake Creek Highway (Oregon State No. 38) 41 miles west of Eugene on Triangle Lake.

Elevation: 515 ft.

Accommodations: 14 tourists cabins built on lake shore above high water mark. Dance floor over water. Store with groceries for surrounding inhabitants and recreationists. Fountain and lunch counter. Boats either oar or motor.

Recreational Facilities: Swimming, boating, dancing, hiking,
fishing, hunting, camping and picnicking.

Note: Cabins during the winter are rented to loggers and workers in CCC camps and some road men. This brings in an added income. A disadvantage is that there are two logging operations on the lake which have stripped the surrounding country of its cover.

Name of resort: Darlings Resort.

Proprietor: David L. Dier and J. Darling Westlake, Oregon

Location: Six miles south of Florence, one-half mile east from U. S. Highway No. 101, on the north side of Siltcoos Lake.

Elevation: 29 Ft.

Accommodations: 14 cabins which rent at from $1.00 to $3.50 per day. Large store with groceries and fishing tackle of all kinds. Hotel with modern plumbing and capacity of 30 persons. There are 25 boats half of them being equipped for motors. Motors rent for $1.50 per day. Boat and motor are $3.00 per day. Dining service for 25 persons with moderate rates prevailing.

Recreational Facilities: Swimming, Fishing, Hunting in season, Boating, Camping, hiking, and mountaineering.

Note: This resort does a year round business in the store, in renting cabins and in fishing. Cabins are usually booked for months in advance. As this lake has a 92 mile shore line there are a good many resorts but only two on the north side are located in Lane County. Competition is not in evidence because the demand is greater than the facilities. Fishing is not too good due to over fishing and the planting of bass.
Name of resort: Christenson Resort
Proprietor: Mr. Martin and Ernest Christenson, Westlake, Oreg.
Location: About 500 feet back upon the hill from Darlings Resort.
Elevation: 35 feet.
Accommodations: Has 8 of the most modern cabins on the coast. The rates are from $2.00 to $6.00 per day. Is equipped with 12 boats either for oar or for motor.
Recreational Facilities: Boats, fishing, hunting, swimming, mountaineering.
Note: Since cabins and boats bring the best returns for capital invested the average development is along these line on the coast lakes and beaches.

Name of resort: Hasting's Lake Resort.
Proprietor: Mr. and Mrs. Hasting.
Location: Five miles south of Florence on (U. S. Highway No. 101) Situated on Woahink Lake.
Elevation: 33 ft.
Accommodations: Dining service a main feature for those wishing to occupy cabins and not take time to cook. Rates are from 15¢ to $1.25. There are eleven cabins with rates from $1.50 to $3.00 per day. 2 furnished rooms, boats 6, service station with commissary.
Recreational facilities: Boats, swimming, fishing, hiking to beach, picnicking, and nature study.
Note: During the winter the cabins are rented to State Park families and to Officers at the nearby CCC camp. This brings in enough to make the business self supporting.
Name of resort: Mercer Lake Resort
Proprietor: Charlene Fernald Florence, Oregon
Location: six miles north from Florence on U. S. Highway No. 101, then one mile east to south shores of Mercer Lake.
Elevation: 44 ft.
Accommodations: 7 cabins furnished completely with rates from $2.00 per day to $4.00. Grocery store, Boats, and private camping grounds.
Recreational facilities: Swimming, boating, fishing, hiking, vacationing.
Note: The cabins are usually rented all winter long to local workers.

* * * * *

Name of Resort: Munsel Lake Resort
Proprietor: G. G. Basfor, Florence, Oregon
Location: Three miles North of Florence on (U. S. highway No. 101) then one mile east to the Lake.
Elevation: 82 ft.
Accommodations: 12 cabins without showers with average rates. Large camp ground, 15 boats both motor and oar. General store, Recreational facilities: boating, swimming, fishing, hiking, camping, picnicking, nature study, hunting in season.

* * * * *

Name of Resort: Tomaniwus Camp For Boys.
Proprietor: Mr. Eubanks, Toledo, Oregon
Location: On North shores of Sutton Lake, 6 miles north of Florence and one-four mile east of (U. S. Highway No. 101).
Elevation: 45 feet.
Accommodations: This is a private camp for boys run during
the summer by Mr. Eubanks. The area comprises 14 acres of rolling sand dunes and shrub covered hill with a few spruce trees around the lake. He can accommodate 25 boys at a time. Have a large longue, dinning room, three bunk houses, boat house with 6 boats, handicraft work shop, camping grounds and outside fire place. Have own plumbing and water system. The rate for a two week period is $50.00. No boy taken for less than two weeks.

Recreational facilities: Boating, Fishing, Swimming, Horse back riding, Handicraft of all kinds, Camping, Hiking, Nature studies. This is a new enterprise which has been in operation for only one year. It has excellent possibilities for the proprietor.

* * * * *

BEACH TYPE ENTERPRISE

Name of resort: Heceta Beach Resort.
Proprietor: Mr. Johnston, Florence, Oregon
Location: Two miles west of (U. S. Highway No. 101) after leaving Florence going north for 6 miles. Located about 500 feet from the beach.
Elevation: 5 ft.

Accommodations: Store with groceries and fishing supplies. 20 cabins without showers. rates from $1.00 to $2.50 per day.

Recreational facilities: Camping, surf swimming, surf fishing from jetty, Clam digging and bakes, hiking and beach sovenir collecting, and many other beach activities. This place is a favorite location for clam dinners of Lane county residence. There is a nearby Forest Service camp ground which is serviced by Mr. Johnson.
Name of Enterprise: Sea Lion Caves

Proprietor: J. G. Houghton, R. E. Saubert (drowned since this information was gathered), and J. E. Jacobson.

Location: 12 miles north of Florence on (U. S. Highway No. 101).

Elevation: from five feet to 50 feet.

Accommodations: This place is a superlative area and offers only a waiting room and motor service.

Recreational Facilities: All facilities developed are to aid the recreationist in obtaining a view of the Sea Lions in their native caves under the cliffs below. The rates for the privilege of taking the 300 ft built stair way down to the cave are: 15¢ for children under 12 years, and 35¢ for all over that age. Special rates are made to groups of students or organizations going in a bunch.

In 1937 there where 52,000 visitors to the caves.

A brief description follows: The caves are unique because they form the only mainland sea lion rookery in the world. About 300 lions make their home in this cave. The lions are known as Steller's Sea Lions (Stelleri Eumetopias) and are aquatic carnivora, chiefly fish eaters feeding on skates, octopus and sluggish slow moving fish. They are named for Steller, a Russian who accompanied the Bering expedition which sailed from Vladivostok in 1741 and was the first naturalist in Alaskan waters to see and study the lion. At the place the Lions breed and have their young. This rookery is also an abode for sea birds called Pigeon Guillemot, which is a migratory bird spending most of its life on the open sea. These birds arrive the second or third week in March and lay their
eggs in crevices on the rocky projections of the cave walls. The young birds after hatching out in mid-July get their full plumage and finally leave in September. One the perpendicular cliffs at the cave entrance is the favorite place for the "Tufted Puffins or sea parrots. They stand upright in small niches in the cliff, with their creamy tufts hanging down from their heads, their deep orange colored webbed feet and horny, scaly built up beaks. The Puffins arrive in mid-April and nest at the top of cliffs overlooking the sea. For the geologist this place proves most interesting. The location of the cave is in a large fault zone which shows up in the ceiling of the cave. This fault runs in a general north and south direction and parallels the shore line. From the west another major fault intersects the north-south fault and is the cause of the dome in the main cavern. The faults represent where the earth's crust was fractured by the slipping or raising of a section of the earth, destroying the cementing which held it together and leaving a weakness for the sea to find. It has undermined the surface, causing its structure to cave in. In the main cavern can be seen a yellowish stratum which hangs like a garland drape on the wall. It is volcanic ash and is traceable along the shore line to the Columbia River. I am told that underneath the ash stratum are two lava flows of basaltic agglomerates and above it a part flow, agglomerates and ashes. It is estimated the caves were well formed at the close of the Ice Age. It takes about one-half hour to go down to the cave and return.
One should take at least two hours to enjoy the many interesting features just explained. The cave has two entrances. One leading directly out to sea and the other one about 1000 feet southward which is virtually inundated at all times except at extreme low tide, when part of the beach floor becomes visible. From a recreational standpoint this spot is the center of attraction when traveling the Oregon Coast.
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The Cascade Area

Introduction

That part of the Cascade mountains that comprise the eastern section of the County is divided into three physical parts by way of drainage patterns.

The McKenzie recreation area lies entirely within the Willamette National Forest boundary, and comprises 344,200 acres on which there are four thousand million board feet of standing timber. To properly administer and protect this area the government has invested approximately $500,000 in secondary roads, built 775 miles of trails and 250 miles of telephone line. The McKenzie River has long been famed for its boat fishing which draws many excellent sportmen. Other attractions included in this vast area of primeval forest are hot springs, lava fields, waterfalls, snow field, glaciers, the Three Sisters, and abundant fishing and hunting in season.

South of this area is the Willamette River drainage which closely parallels the McKenzie in features and recreational opportunities. It, however, is about one-third larger in area and has a great many more lakes and streams which have not been commercialized. This area is as yet undeveloped in that to date no major highway system goes across the mountains. It is thought that in 1940 the State will complete the last mile of road necessary to connect the two ends.

Still further south lies the Row river drainage. As this is in the southeastern end of the county and as the area is administered by the Umpqua National Forest, it is little known and less frequented by the upper Willamette valley inhabitants. A road has recently been built into
Area by a CCC crew. This area happens to be the smaller of the three in the Cascade division.

The headwaters of the Row River will provide vast recreational opportunities at a time when the road is extended to open it to the public. Mining is the chief commercial income of this district. No great amount of lumber has been done, however, with adequate facilities to transport the product it is thought that the area will be heavily logged.

UNIT DESCRIPTIONS

MCKENZIE AREA
Name of resort: Cascade Resort.
Proprietor: A. J. Kuhn c/o Cascade Resort, Blue River, Oregon
Location: McKenzie Highway (U.S. Hwy. No. 28) 50 miles east of Eugene and 68 miles west of Bend on McKenzie River.
Elevation: 1300 ft.
Accommodations: Dining room capacity 40, breakfast 50¢, lunch 50-75¢, and dinner 75-1.00. Hotel of 12 rooms without bath $1.00 to $1.50. 12 cabins without bath $1.00 to $4.00. Modern plumbing, Grocery, and fishing supplies.
Recreational facilities: Swimming pool with warm water, Tennis court, dance floor, ball grounds for hard and soft ball, and six acres of camp grounds with electric lights and improved fire places. Mountaineering, hiking, fishing, and hunting in season are the main attractions of an outdoor nature

Name of resort: Cedarwood Tavern.
Proprietor: Mrs. Edythe V. Day. McKenzie Bridge, Oregon.
Location: On McKenzie Highway (U.S. No. 28) 52 miles east
of Eugene. This is located on the River at McKenzie Bridge, Oregon.
Elevation: 1200 ft.
Accommodations: Dining room for 15 persons. Rates are average. 10 rooms with bath from $1.00 to $3.00 a day. 4 cabins with bath at $2.00 and $3.50 per day. Cabins and facilities are booked in advance.
Recreation facilities. Swimming, hunting, fishing, mountaineering, horse back trips. There are many trails and roads going in all directions from here as this town has the U.S. Forest Ranger station nearby.

*****
Name of resort: Foley Springs.
Location: McKenzie Highway (U. S. 28) to McKenzie Bridge, then by Horse creek road, it being 58 miles east of Eugene. Elevation: 1700 ft.
Accommodations: Hotel and dining room with american plan and reasonable rates.
Recreational Facilities: Swimming pool, hunting, fishing, mountaineering.

*****
Name of resort: Lost Creek Ranch.
Proprietor: Jack Thomason, McKenzie Bridge, Oregon.
Location: On McKenzie Highway (U. S. No. 28) 60 miles east of Eugene, on White Branch River. Elevation: 1956 ft.
Accommodations: Dining room capacity 12 persons. 6 cabins without bath, $1.00 to $2.25, parking space for 30 trailers.
Recreation facilities: Hunting, fishing, mountaineering, in winter a 300 ft. ski slide including a short toboggan slide. A picnic ground and 4 acres of camping grounds. The highway is kept open to here all winter long. When the snow gets very deep the winter sport recreationists comes to here and parts then goes by snow shoe or skis to the skiing area above.

* * * * *

Name of resort: Belknap Hot Mineral Springs.
Location: On Mckenzie Highway (U. S. No. 28) 60 miles east of Eugene then 1 mile in on the Clear Lake Forest Road.
Elevation: 1600 ft.
Accommodations: Dining room for 75. Rates: breakfast 50¢, lunch 75¢ to $1.00, dinner 75¢ to $1.25. 20 rooms with bath $2.00 to $3.00 per day. 17 cabins with out bath. $1.50 to $2.00 per day. Parking space for 15 trailers. Modern plumbing. A grocery store, fishing equipment.
The main feature is the mineral baths which are available along with medical care and trained nurse.
Recreation facilities: Swimming in warm pool, hunting, fishing, mountaineering, winter sports, boats, horses and guide service.

* * * * *

Name of resort: Halfway Resort.
Proprietor: Robert Porter.
Location: On McKenzie Highway (U. S. No. 28) 35 miles east of Eugene, and 6 miles west of Blue River.
Elevation: 1000 ft.
Accommodations: Dining room capacity 20 with rates of 50¢ for breakfast, 75¢ for lunch, and $1.00 for dinner. 5 cabins with bath $2.00 to $3.50, 2 cabins without bath, $1.00.
Recreational Facilities: Swimming, tennis, golf, hunting, fishing, boating, mountaineering, and guide service $8.00 per day.

Name of resort: Rainbow Lodge.
Proprietor: M. D. Barrows, Blue River, Oregon.
Location: McKenzie Highway (U. S. No. 28) 48 miles east of Eugene, on McKenzie River.
Elevation: 1209 ft.
Accommodations: Cabins with bath, complete $3.00 to $4.00. 21 cabins with bath $2.00.
Recreational Facilities: Swimming, hunting, fishing, mountaineering, sports equipment, boats, and guide service.

Name of resort: Sparks Ranch.
Proprietor: Mrs. Rosa Sparks. Blue River, Oregon.
Location: McKenzie Highway (U.S. no. 28) 43 miles east of Eugene on McKenzie River.
Elevation: 1040 ft.
Accommodations: Dining room for 40 with moderate rates. 8 rooms with bath and 8 rooms without baths.
Recreational Facilities: Swimming, fishing, hunting, boats, horses, guide service, mountaineering.

Name of resort: Thomson's Lodge.
Proprietor: Dayton C. Thomson, Vida, Oregon.
Location: McKenzie Highway (U. S. No. 28) 31 miles east of Eugene, on McKenzie River.
Elevation 812 ft.
Accommodations: Dining room capacity 20 with moderate rates. 8 rooms without bath $1.50 to $3.00, 2 rooms with bath $3.00 and $4.00. 2 cabins with bath $4.00 to $5.00.
Recreation facilities: Swimming, hunting, fishing, 16 boats with guide service $8.00 per day. mountaineering, 6 horses at $1.50 per day not including guide service.

* * * * *

Name of resort: Symour's Chateau.
Proprietor: Mr. and Mrs. H. J. Shermer, Leaburg, Oregon.
Location: McKenzie Highway (U. S. no. 28) 26 miles east of Eugene, on McKenzie River. Near State Fish Hatchery
Elevation: 700 ft.
Accommodations: Dining room capacity 35. Breakfast 12¢ to 45¢, lunch or dinner 15¢ to 85¢. Short orders and fountain service any time. 2 rooms without bath. Groceries.
Recreational Facilities: Swimming, Hunting, fishing on the lake above power dam, mountaineering, sports equipment, boats, horses, guide service.

* * * * *

WILLAMETTE AREA

Name of resort: Kitson Springs.
Proprietor: E. C. Huntington, Oakridge, Oregon.
Location: Willamette Highway (Oreg. State no. 58) past Oakridge to Hills Creek Road then 8 miles southeast of Oakridge on Hills Creek.
Elevation: 1800 ft.
Accommodations: Hotel Accommodations $15.00 per week. 20 cabins without bath, $2.00 to $5.00 per week. Hot mineral baths.

Recreation facilities: Hunting, fishing, mountaineering, swimming and hot mineral baths.

* * * * *

Name of resort: McGredie Hot Mineral Springs (F. S. Permittee)
Location: Willamette Highway (Oreg. State No. 58) 54 miles southeast of Eugene on Salt Creek.
Elevation 2000 ft.

Accommodations: Dining room capacity 150. Breakfast 40¢, lunch 40¢ to 50¢, dinner 65¢ to 75¢. 18 rooms without bath, $1.00 to $1.25, 21 cabins with bath, $10.00 week and up. Parking space for 25 trailers, Modern plumbing. Groceries and sport equipment.

Recreational Facilities: Swimming, hunting, fishing, mountaineering,
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SITES WITH POTENTIAL RECREATIONAL VALUE

There are two excellent opportunities for future commercial development of a different recreational nature in the coast area. The first is an available area of 1300 acres in T. 16S R. 12W S. 10., located 16½ miles north of Florence and one-half mile south of Roosevelt Beach. This site could be laid out for summer homes as an organization area. Each private home could be situated in such a way as to give a full ocean view to the inhabitant. A central water, administration building and club room including a sanitary waste system would be necessary to attract home site builders and provide them with basic necessities. This sort of development will require capital and a good deal of promotion.

A second location for a commercial forest type recreation enterprise offering fine fishing, hunting in season, and mountaineering along with camping is to be had on the new Route F highway, eight miles above Mapleton. This property is privately owned and adjacent to newly acquired government land. This route is destined to become the main outlet to the ocean from the upper Willamette valley and Eastern Oregon points. This location is within 26 miles of Eugene and could be reached in 35 minutes of driving. The social life of Eugene is in need of a chateau for afternoon and evening parties and dinners. This distance is not too far for such affairs.

Going now to the Cascade area for future possibilities is like exploring Alice's wonder land. The Willamette highway now in its final year of completion will open up a country
studded with lakes and fishing streams.

Intensive development plans have been made by the Forest Service to open up Waldo Lake and surrounding areas to the Public and commercial enterprises. This will give the Public one of the best potential winter sport areas in the Cascades. There really is no limit to the amount of development that can take place in this area as it is practically without recreation facilities.

The Row River drainage has a few possibilities, but nothing on a large scale as it lacks lakes. It does have a great deal of area for summer home sites which are growing in number every year.

It is safe to say that most any new type, or old for that matter, of out-of-door recreation desirable can be provided with a suitable location and in a natural setting.

What is now essential to further development is a growing demand for such enterprises. Without this it is doubtful that rapid progress in the way of new facilities will be provided.
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THE FINDINGS.

The forests, lakes, and beaches are of the utmost importance to the country, not only furnishing livelihood for a large proportion of the population, but constitute the natural setting that makes the area an ideal recreational playground for the people of the state and surrounding states. The future developments of the out-of-door recreation enterprises largely depends upon the continued existence of the forests; while the destiny of this area as a forest growing county seems further influenced by the fact that a major part of the 2,650,000 acres of timber land in the county will be used extensively for recreational purposes.

In spite of the strategic importance of the commercial recreational enterprises, most of them are not operating with interest returns to capital invested. This was true in all but one case. Modernization of facilities are slow to appear in these places which is ample evidence of the meager returns realized. Too often the recreation establishment is run by the wife while the husband is out working. This apparently is not very satisfactory from a public recreation standpoint in that the places soon show signs of neglect.

Although money spent for outdoor recreation in the county provides a large annual income to the people and to the county, it is found that a large fluxuation occurs in the money spent for recreation from year to year. This of course, various with the business and economic cycle. In times of depression, expenditures for outdoor recreation are among the first to be curtailed. Recreational income is also subject
to wide seasonal variations. Certain recreation areas are used only during the summer, others, during the winter. Fortunately, Lane County's climate and topography are so varied that some sections of the county offer all year round recreation attractions.

Because of these cyclical and seasonal ups and downs, whenever possible an area should avoid depending on income from recreation for its chief income or economic support. Recreational habits and demands are relatively unpredictable; thus an economic structure founded on the uncertain base of supplying recreational needs alone may suddenly topple unless it is strongly supported by more stable productive activities. Such an area would be like a one-crop region, with an unstable crop at best. But recreation can be made a valuable subsidiary or a secondary source of income for both area and individual enterprise.

Recreational attractions offer opportunities for obtaining a large supplementary income. Many features attract out-of-state tourists whose expenditures within the county tend to replace the funds Lane corporations and individuals pay on investments by outside capital to residents of other counties in the form of interest and dividends.

No hard and fast line can be drawn between recreation services belonging to private enterprise and those which should be provided by the Public. Both are needed for full recreational development of an area and for greater enjoyment of participants. Commercial developments, however, that tend to destroy public recreation or scenic values should be guarded against.
One single type of recreation offered per unit set up is not sufficient to attract a large crowd in this area unless it be of a superlative nature. It was found that most places with a limited number of attractions did not return adequate income to pay the proprietors to operate the entire year; it then becoming necessary to resort to other means of securing the balance of the income for living.

The average investment on the coast area was around $10,000 and that of the Cascade area about $22,000. The fact that the coast is favored with a year round recreational season gives this area added advantage over the Cascade area, however, with recent winter sport developments in the mountains will tend to change the situation for some establishments and will to some extent equalize the opportunities of the two areas.

It was found that Forest Service and State developments did not compete with the private enterprise but instead was a decided asset in that such facilities helped to accommodate and to attract many more visitors to such districts. The operators on the coast have responded enthusiastically to such development but those having camp grounds in the Cascade section regarded such camp site developments as the worst kind of competition. Figures to support this last statement was presented during two interviews.

So far as was possible to ascertain, recreation facilities both government and private enterprises are not near adequate to take care of summer demand. From this statement one may possibly be mislead, thru a merely casual reading of the report,
into thinking that there is an inconsistency of statements in maintaining that there is a shortage of establishments while at the same time there is a paucity of returns on the present investments. This is absolutely true because some places are not in themselves large enough to insure adequate returns. Then other factors such as seasonal fluctuations in weather, city events, and forest fires are all influential in effecting the number that visit an area at any particular week.

Concerning the various types of recreational activities it was found that to date no effort to establish facilities for the growing demand of winter sport enthusiasts had been attempted by private capital. The basic reason for this situation is the fact that private capital is not sure what, when, or where the government will establish similar areas and run them competition. They, likewise, do not know what similar competition is like when other private enterprises develope on a near by area. In this county the situation will be clearer after the Willamette highway is completed and a road built into the Waldo lake area which is the ideal location for winter sports in this territory.

Since few operators kept books it was very difficult to get any accurate figures on gross and net income. On the Coast area net income of ten operators amounted to $16,000 dollars which gave and average of $1,600 dollars each. Just one establishment had a net income of $10,000 for the year 1937. On the Cascade area the picture is somewhat different. Taking again the five year period 1930 to 1935 the average income of four establishments, which is a rough estimation, amounted to $1,200 per year. This is a lower net return
for money invested. It was understood that very little in
the last few years has been allowed for depreciation of
buildings and equipment. On the Cascade area the short
season accounts for the smaller annual net returns. In
fact two of the establishments of late years have been
going behind in spite of the increase in use. This fact is
attributed to the high cost of upkeep in buildings and equip-
ment and to the shifting of campers to the free public camp
grounds.

While about half of the visitors are out of state, it
is important to note that they bring in a little over half
of the income to the resort owners. This statement was made
by the most of them. The reason supporting this is that the
local resident, that is within 200 miles have their own sum-
mer homes either in the County or at some other place not too
far distant. This of course would cut down the income from
the native population.

Taxes on property is very reasonable, in that an assessment
has not been made for many years. Tax assessments on the average
property of four acres amounted to only $17.20 per year. That
is on acres with improved buildings. On park areas it was
very small. It can be seen that taxes to date are not a big
item, however, when and if land zoning and reassessments do
come, it is apt to be a large item in the annual expense.

It was found that upkeep on boats and cabins and other
buildings was large on the coast and mountain reagions. No
attempt was made to gather figures on coasts other than to
learn the fact. Likewise, the average tourists are very hard
on equipment resulting in breakage and wearing out of equip-
ment.
THE CONCLUSIONS

During the past decade especially, it is evident that increasing human demand for forest type recreation has been met by constructing cheap and crude facilities that only temporarily have served the purpose. While such developments grew and were improved when urgently necessary, the whole phase of the occupation has been insufficiently financed from the start. Many of the establishments are not sufficiently manned to yield the greatest returns to the investment. Too often paucity of facilities has caused the pleasure seeking public to go to other areas that were equipped.

The fact that the county has only one superlative attraction, and that being the Sea Lion Caves, does not mean that it does not have one of the best climate, and available raw resources in the form of forests, lakes, streams, and beaches from which to build a recreation meca. It is quite apparent that some new capital is needed to develop, enlarge, and modernize some of the present establishments. With this money, needs to go new leadership—men with new ideas and ability to put them into action. The survey revealed that practically no facilities were available to attract the luxury class which passes thru here coming from both California and Washington. The people are used to a higher type of service and want the best regardless of location and price.

A wide open field lies ahead in the wintersport type of development. It is evident that if private money does not build facilities for this sport, fan enthusiasts will no doubt form a cooperative affair and construct their own.
So far this may lead one to believe that a large amount of capital is needed to start with. This is not necessarily true. One of the most recent and progressive enterprises is now being developed as income increases. The crux of the matter is leadership and initiative. Elsewhere in this report much emphasis has been placed on leadership, but here again too little attention has been given to this in the past. As a matter of fact most of the present places are run by local settlers that saw the chance to take in a few dollars to stuck up there shingle and cleared a place under a tree where they could put a table and a few benches. Those that did have vision and put labor and money into their places now find that that they are run down, out of date, and in need of new structures and facilities. Such places returned a living wage but did not yield interest on the investment; thus they find in this day of active and growing recreational demand the inability to repeat the earlier activities of development now urgently needed.

New ideas and combinations of recreational facilities and interests are needed in the County, however, this takes ability and a capacity to analyze the situation in order to develope areas to meet the proper demands. I would go so far as to say the developments have to be a mobil and changeable type. Yes, similar to what is now characteristic of the logging enterprise. In fact one up and coming operator has his cabins built on sled runners to aid in moving them to any location a tourists might desire on the property. It must be said in all fairness to the operators that have pioneered the field, that many trends in the recreational field
have not lent themselves to long time planning but have been passing interests only. It must be remembered that America is now forming a new philosophy of living which has been lacking in this country since its inception. This in itself will change considerably the thought and reactions of the people. Thus as the art of living develops, it is believed that recreation will play a major role in the average individual's life.

A word about the future of recreation activities and those who will take part is certainly not amiss in the conclusion. It is believed that the Forest Service, the State and the O. & C. set up will continue to develop and maintain campgrounds, picnic areas, residence areas, organization areas, and observation points in the national and state lands. As this is being written, Congress is still discussing the reorganization bill which if passed will no doubt have the effect to bunch a good many recreational activities into one department. With such a result it is possible to have a change in recreation policy which no doubt will effect the private commercial enterprise.

Zoning for land use will be another important feature of land management in the near future. It is up to the private operators, sport organizations, and the public loving recreationist to see that the state gets a recreational classification. At such a time as land valuable for recreation is set aside there will be the danger of over commercialization of the industry; thus creating equally as bad and effect as is now evidenced from lack of developments.
Well planned, multiple type recreational enterprises will ultimately be the thriving establishments type. These want to be large enough to house organization groups for periods of a week. If individual seclusion is wanted, then this must be provided or available within a short distance of the centers of population. While the week end visitor wants every available convenience, he does not want the feeling of being regimented. Cabins all alike and in one straight line along the road are repulsive. A feeling of freedom and of being in the wide open spaces is very essential.

Hobbies round out a recreational program as they round out life for an individual. Since creative forest type recreation belongs in this kind of free and unregimented category, commercial developments should consider this and provide more opportunities for the expression of a wide range of interests and hobbies while at the same time specialize extensively in a few.

Character building organizations are inculcating into the minds of the youth a deep appreciation and a conditioned reaction to the out-of-door type of sport and recreation. The closer the commercial enterprise can follow this as the youth grows up, the better the chances will be of supplying the need that these camps have created in the young person.

I have yet to see a professionally trained recreationists in business for himself along such lines as this thesis deals. What an opportunity lies ahead for the trained mind that has the initiative to make his place in this field.
THE RECOMMENDATIONS

Bearing in mind that there are present conditions inimical to attempts in providing both quality and quantity commercial recreation facilities of all kinds, will give the reader a different perspective to the whole picture. Much has been done by those who first entered the field; and it is true that they no longer are able physically or financially to go ahead and lead with the new developments now needed in this business.

I am of the opinion that income from recreation, like happiness, should be treated as a by-product resulting from wise use of resources. Hence, private expenditures for conserving a developing recreation areas are sound investments.

Control of recreation areas generally should be in public hands with private enterprises furnishing those special facilities and services which it is best able to provide; and for which a charge should logically be made.

It is also recommended that additional surveys and studies be made of neighboring counties having similar opportunities for the purpose of comparing situations. A similar study is now being made of the area east of Portland by a graduating senior. He finds that the recreation enterprise within 20 miles of the city are doing a large business. It is evident that the small population of Lane county does not provide a large source of income. It is, therefore, concluded that the out-of-county and state recreationists will have to be attracted by all means available and then make sure they are supplied with services expected.
The writer further recommends for consideration on the part of the prospective entrepreneur various economic and social factors that point to the success or failure of an undertaking now attempting to fit into that niche where education and recreation meet.

The report recognizes that there is a paucity of leadership steering present establishments. That is, leadership in the field of out-of-door recreation activities.

Where it is necessary to conduct other remunerative activities, they should be so selected that they can be dovetailed with and for the advantage of the main program or as a supplement to the resort attraction. The following are thought to be amicable to and not antagonistic with such developments:

- Antique collecting.
- Rustic furniture making.
- Summer home construction during the winter.
- All kinds of novelties and wood turning.
- Commercial fishing.
- Rod and tackle making.
- Boat building.
- Landscape designing.
- Summer home designing.
- Store and service station operator.
- Handicraft of all kinds, e.g. agate polishing.
- Nature collecting.
- Trapping.
- Real estate promotion.
- Radio repair work.
- Writing and may other activities.

The report also points out that the present pattern of ownerships with but one exception would not change locations if presented with the opportunity of doing so. This attitude can be interpreted most any way desire. On the whole, I believe it to be sound; however, it lacks the adventurous spirit so characteristic of the early days and of the nature of recreation.
Resorts need to be characteristic. They need to develop personality just as a person or a club takes on the characteristics of the group. This could be summed up to mean the development of a particular atmosphere in keeping with the environment and class of trade desired or appealed to. I am thoroughly convinced, after having made this survey that more care should be given to landscape and building architecture as a means of creating this desired atmosphere. In only two places was this a major consideration and in one of these it showed lack of forthought. Problems of this kind require the services of thoroughly trained and experienced architects who are in full sympathy with the type of problems mentioned.

It is also recommended that private operators get together and form an organization to represent themselves in which an attempt be made to cut down some of the jealousies that now exists. It is further hoped that some day they form a large part of the chamber of commerces and actually provide advertising that is in keeping with the conditions as they exist.

Moreover, it would be much better for all concerned if the Government agencies and the private operators had a meeting of minds for each development that was proposed by the state or government. At such a time, there should be a free exchange of ideas and experiences, which would be most valuable to those attending such a conference. This would give added insurance that the government would not take business away from the private enterprise.

More developments are needed closer to the city and within and hours drive of Eugene.
Finally, the whole commercial recreation industry in the country warrants prompt application of fundamental changes which must be forthcoming to meet the specific and wide range of demands and new interests expressed by the public. This calls for a clear understanding and a willingness to respond to the public demands on the part of the private operator. Developing with the idea of overcoming that minimum facility and strained financial appearance of present establishments will do much to attract and hold the out-of-door recreationist.
Up in the Cascade Mountains

1. Three Sisters in winter
2. Upper Falls of the McKenzie River
3. & 4. Lava Beds at McKenzie Pass
5. Sunrise over the Cascade Mountains
6. Fishing in the McKenzie near Rainbow Camp
7. & 8. Glaciers in the Three Sisters Region

Fig. 2
Winter and Summer Sports in Cascade Mountains
Top: Left
Ocean Fishing
Top: Right
Florence Bridge
Center:
Rock Fishing
Lower:
Heceta Head and Light House

Fig. 4