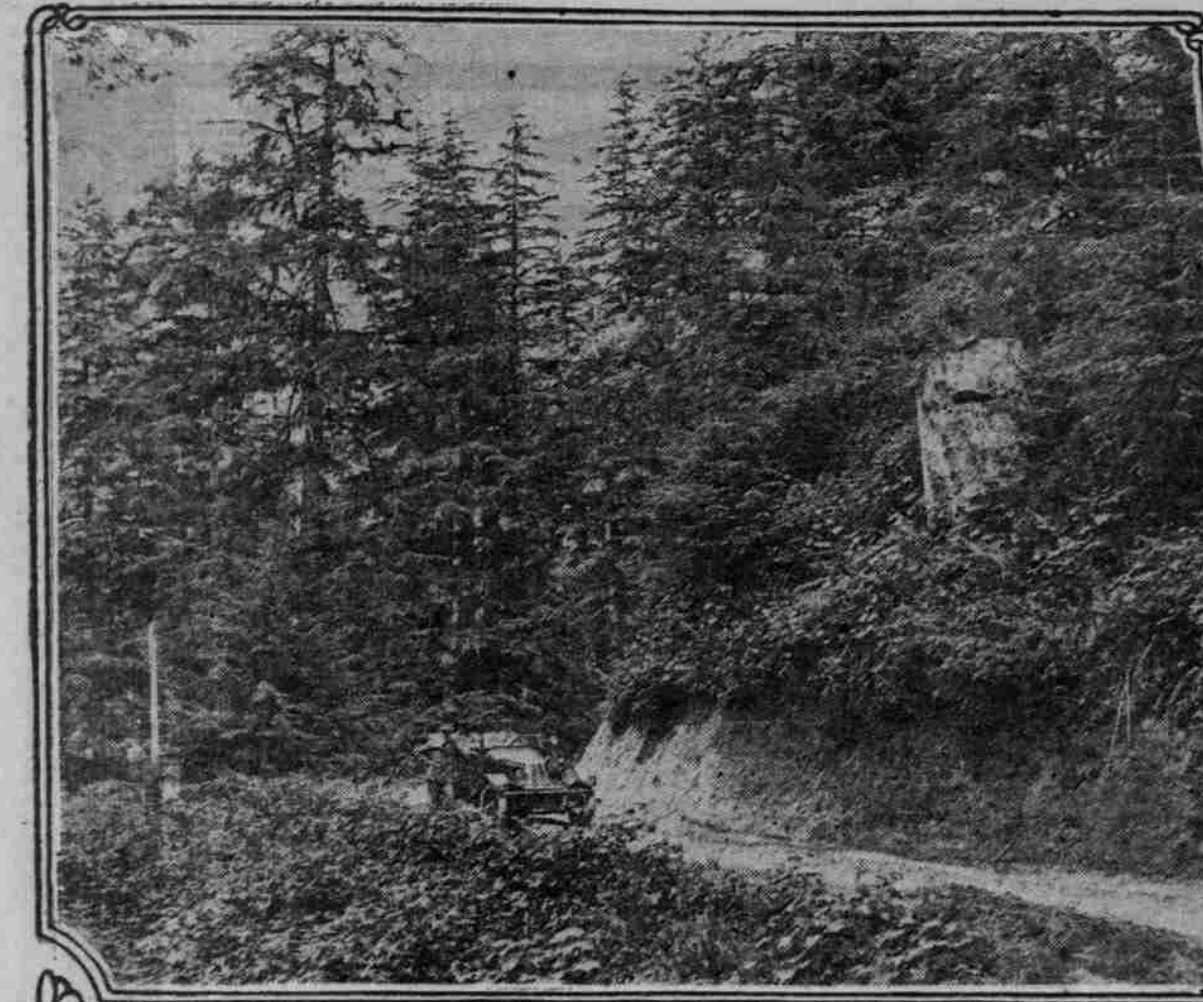
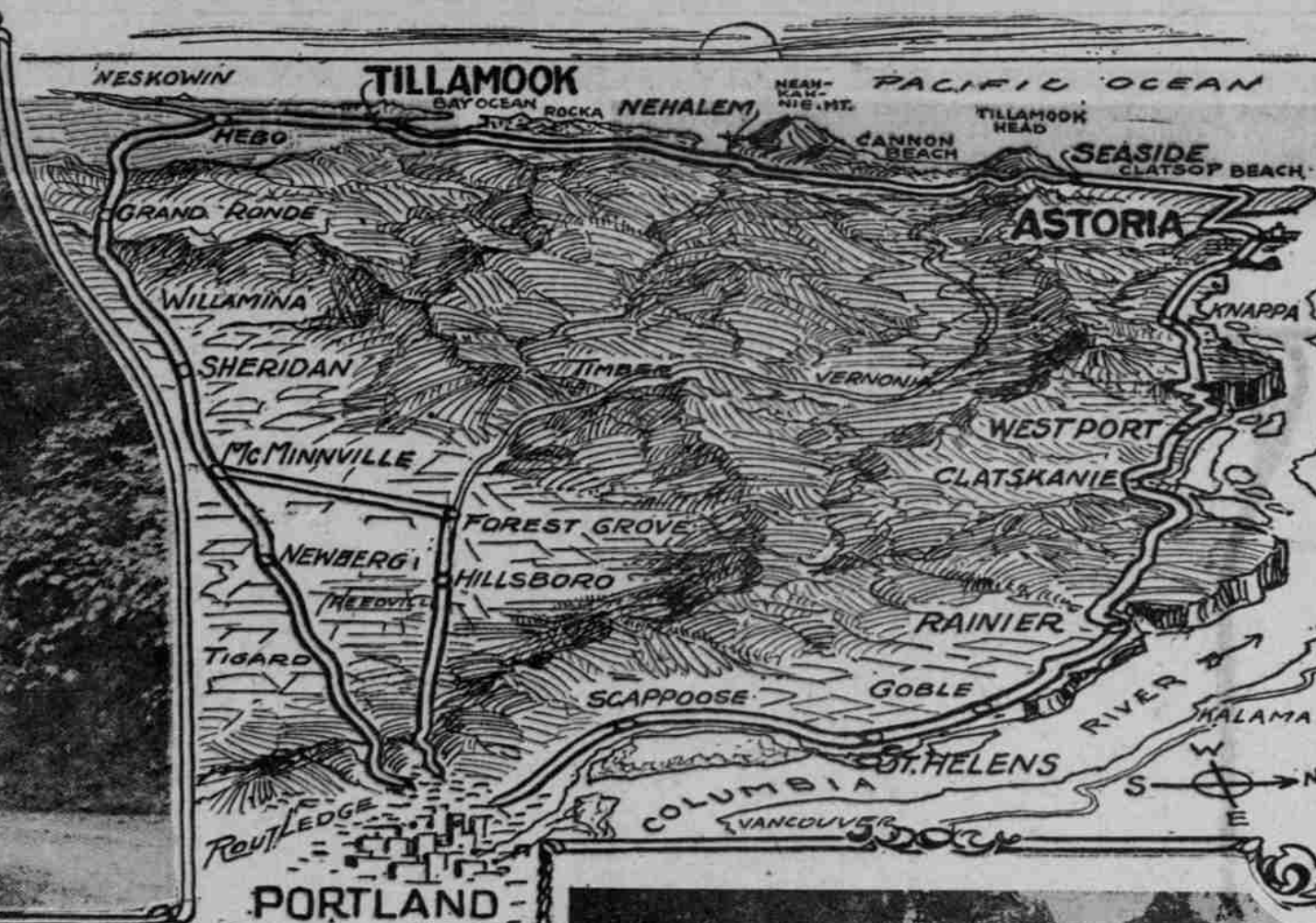


# COAST LOOP TO OREGON BEACHES IS WONDER WAY OF UNSURPASSED BEAUTY

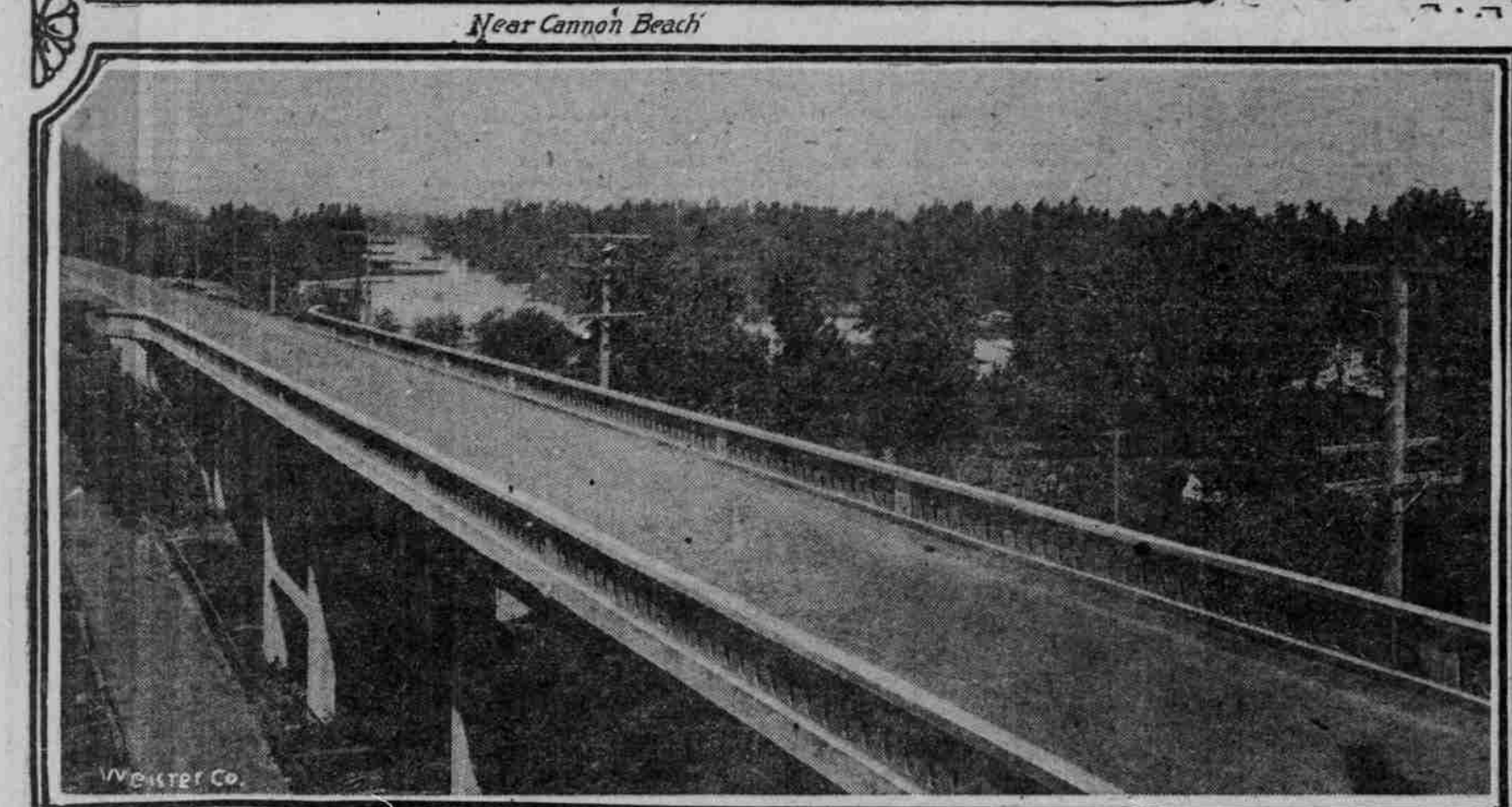
Magnificent Touring Trip of 250 Miles Takes in Varying Scenery and Lures the Traveler Through Charming Stretches of Rugged Country, Into Primeval Forests and to Where One May Glimpse the Pacific Ocean



Near Cannon Beach



Typical Timber View, Near Astoria, Inland Highway



Finished Road Near St. Helens



Bugby Loop

**A** TOURIST who motors to Oregon will not miss seeing the Columbia river highway. But having seen that, he has just begun. Oregon is verily a land of touring opportunity, and all the more so that it has so long remained virtually an undiscovered country to the tourist multitudes.

Poor roads were largely responsible for that. But the era of poor roads has passed in Oregon, giving way to one of broad, paved highways. The roadbuilding programme is not yet completed, to be sure, but it has a \$20,000,000 start already, with much more to follow. And now that the paved highways have come and are extending from end to end and from side to side of the state, Oregon can no more hide the light of its scenic attractions under the old bushel basket of isolation than can the United States revert to a policy of keeping to itself.

There are few Oregonians, even, who begin to realize the scenic and playground resources of their state—the vastness of its forests, its innumerable fishing streams, its snow peaks and wooded mountains, its sea beaches, all forming an immense natural playground for the people. The population of little, old New York could camp out for the summer in one small corner of the great Oregon playground and feel little and old and lonesome, indeed.

It is hard for the visitor from the east to realize how very close he is to the wilds, even in Portland. Let him set out with the family by motor car and see for himself. Having viewed the grandeur of the upper Columbia river highway, there is another tour he should make without fail. This is the loop tour from Portland to Astoria and return, going by one route and returning by another, with a side trip from Astoria on to the sea.

This loop tour covers approximately 250 miles. The side trip to the beach at Seaside and return to Astoria adds another 35 miles. The loop can be made in a day by hard driving, but that is not the way to travel it. To appreciate it at its fullest the motorist should take camping equipment along and pitch his tent in the deep

woods at night, after a supper cooked over a campfire.

The trip may be made in either of two ways. One is to journey to Astoria over the lower Columbia river highway, which is second in scenery only to the upper highway, though vastly different in kind, and return from Astoria over the so-called inland highway. The other way, which is the more popular, reverses this route by driving to Astoria over the inland highway and return by way of the lower Columbia river highway.

The Columbia river highway has the present advantage of being an all-year road, which the inland highway as yet is not. Of the 186 miles to Astoria over the Columbia highway 59 are now paved and the remainder will be hard-surfaced this coming spring and summer. The inland highway is 120 to 125 miles long, and mostly good gravel road, though not paved.

The two are vastly different. All the way around the loop the scenery is so varied as never to tire one. The lower Columbia river highway follows the Willamette and Columbia rivers. It traverses now a rich farming country, now swings up a cliff to a grand vista of the great Columbia, here vastly broader than above. Now it turns inland and for many miles passes through a logged-off country from which the glory of the trees has departed. A drive through a wilderness like this of stumps and whitened snags is not ordinarily scenic. Yet this is the exception to the rule. The highway here follows a rushing stream, along whose canyon it winds and curves, sometimes far up the side of the gorge. A lonely drive through this, especially in the night, with the white snags like the ghosts of slain trees.

On goes the highway, the scenery ever changing, logged-off country giving way to stands of timber and the road much of the time following the river. It reaches its scenic climax in the ascent of the Bugby loops to Clatsop Crest, 700 feet above the broad Columbia. From this point, 25 miles from Astoria, the traveler has a view for many miles of the great river.

The inland highway is reached from Portland by way of the new paved highway to Hillsboro, thence along and pitch his tent in the deep

woods at night, after a supper cooked over a campfire.

All along this highway are ideal places for the camper. He can pitch his tent almost anywhere, and have cold running water and plenty of firewood at hand. The whole country is a natural campground.

From Astoria, second largest city of Oregon and a thriving seaport, it is 18 miles by good road to Seaside on the Pacific ocean. Seaside and Gearhart, adjoining it, are seaside resorts where many Oregonians and increasing numbers of tourists spend their summer vacations.

Opposite the beach at Seaside in the famous Tillamook Rock lighthouse, familiar from thousands of picture postcards, a lonely light on a rock a mile out to sea.

From Seaside it is an easy drive of 18 miles to Cannon Beach, one of the finest beaches in Oregon. The road does not follow the shore to Cannon beach, but swings in many curves over a heavily-timbered mountain ridge. It is a picturesque drive, and once at Cannon Beach, the motorist can drive for miles up the shore at the right stage of the tide on firm, hard sand. Cannon beach, with its huge Haystack rock, Jockey Cap, and other rocks and reefs rising from the breakers along the coast line, is most scenic.

There is a variation of the Portland-Astoria loop tour worth the motorist's while to take if he has time to spare. This is the loop tour from Portland to Astoria, Seaside and thence south down the coast, not following the beach but over a road that parallels the coast several miles inland to Tillamook, 56 miles south from Seaside. This road, too, goes through heavy timber, mostly of spruce.

It leaves the Seaside-Cannon beach road a few miles out of Seaside and plunges immediately into the timber. Along here for several miles, the spruce production division of the army operated some of its largest camps in the war drive to get spruce for airplanes.

Every foot of the way to Tillamook is interesting. About 30 miles from Seaside the road enters the lower Nehalem valley and follows that

stream, here much more rapid than above, for several miles. There are thousands of places along here made to order for the summer camper.

The road emerges at length on Tillamook bay, and follows the shores of the bay to the city of Tillamook, center of the famous Tillamook dairy and cheese industry.

There is now a first-class all-year road from Tillamook to Portland. In former years this road was impassable through the Grand Ronde Indian reservation, but the government and state have just completed a macadam highway which will eventually be paved. There are many miles of hard surface pavement on the Tillamook

end of the highway.

The Tillamook country is one of the most interesting parts of Oregon. Tillamook cheese is famous, the brand being known all over the United States.

This Portland-Astoria-Seaside-Tillamook loop is one that can be made in two days, but the motorist who really would enjoy his outing had better plan to take three or four days, or even a week to it. There is much to see, and no landlords to charge rent for camp or firewood.

From Tillamook to Portland is approximately 115 miles, the road leading through the Grand Ronde Indian reservation, where General Philip H. Sheridan was once stationed; thence to Sheridan and McMinnville, in the rich agricultural and orchard country of the Yamhill valley, and to Portland over the west side highway. The drive from Sheridan to Portland is through a truly beautiful farm country of rolling hills.

**COST OF PORTLAND'S STREET AND SEWER IMPROVEMENTS BY THE YEAR.**

1906..	\$ 510,000	1913..	\$4,562,881
1907..	807,000	1914..	1,600,596
1908..	1,021,000	1915..	278,086
1909..	2,432,000	1916..	781,035
1910..	4,400,000	1917..	284,169
1911..	2,224,505	1918..	629,328
1912..	4,300,449	1919..	276,423

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