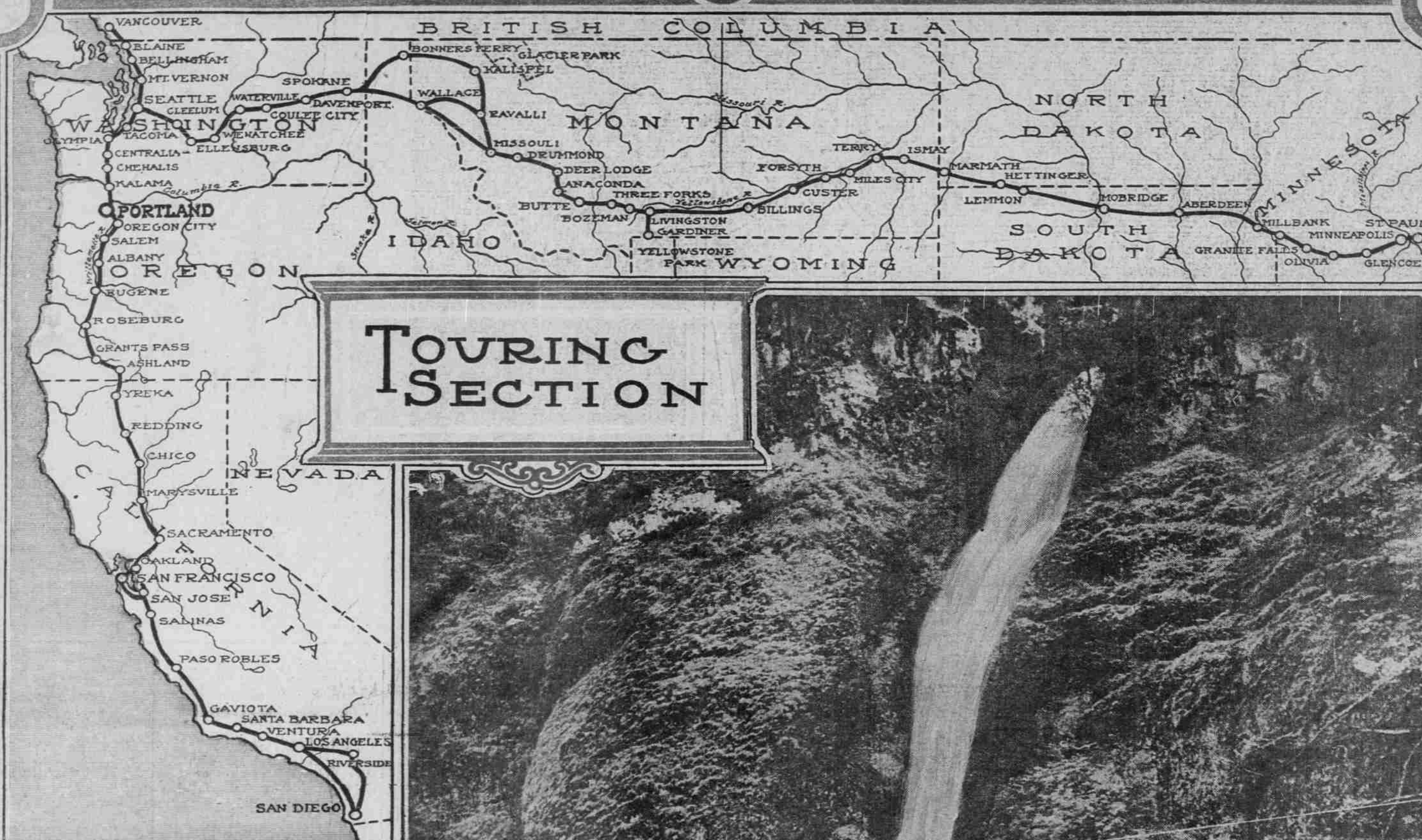




## Motoring West

### Via Yellowstone Trail and Pacific Highway

A CONSPIRACY of circumstances, both unhappy and happy, has this year, as never before, made the Western States the Mecca for those thoroughbred Americans who are jolliest when they are touring overland in a motor car.

The deadliest war of all time has placed an effective checkmate on European touring, and those wealthy Americans who have been accustomed to spend their Summers abroad are compelled to seek another field for conquest.

The State of California offers two particular temptations for travel, the Panama Pacific Exposition at San Francisco and the supplementary exposition at San Diego.

Not to be outdone by her sister state on the south the people of Oregon have carved out a wondrously scenic pathway, the Columbia River Highway, that is destined to become, and forever remain, world famous, if not world surpassing. The most majestic portions of this hypnotic path of beauty, which lies at the very threshold of Portland, Oregon's noble metropolis, is now open for comfortable automobile traffic and over 20 miles of its course are about to be paved with funds appropriated for that purpose by the voters of Multnomah County.

Even the Federal Government has had a part in the conspiracy to induce people to motor west in 1915. Commencing bright and early on the morning of August 1, automobiles will, for the first time, be permitted to travel through the wonderful Yellowstone Park in Wyoming.

With their eyes fixed upon the Pacific Coast Easterners are asking "What route shall we follow?"

The best answer to this urgent question is furnished in the accompanying frontispiece: Follow the Yellowstone Trail out of St. Paul to the Pacific Northwest and then the Pacific Highway to California.

Here are a few of the alluring attractions that shore the Yellowstone Trail-Pacific Highway route: Yellowstone and Glacier National parks, along Yellowstone Trail; Mt. Rainier National Park in Washington; the Columbia River Highway, Mt. Hood, Crater Lake National Park and the Josephine County caves in Oregon, and the Yosemite National Park in California. Betwixt and between these great scenic wonders are scores of beautiful Western cities and towns that nestle in their respective frames of matchless natural beauty.



HORSETAIL FALLS  
COLUMBIA RIVER HIGHWAY