

## STATE AND SOUGHT TO LURE TOURISTS

Oregon Asked for \$25,000 Annually for Two Years.  
Other States Help

### SELL SCENERY IS PROPOSAL

Visitors Not Coming to Pacific Northwest, Travel Being Diverted at Rockies to California and Alaska.

The next Legislature of Oregon will be asked to provide \$25,000 per annum for two years to support the program mapped out by the officers of the Pacific Northwest Tourist Association who perfected permanent organization recently at Tacoma. Similar amounts, it is proposed, shall be donated to the common cause by the State of Washington and by British Columbia.

The association was organized to "sell" the scenery and climate of the Northwest to the tourist and to go after the "tourist crop" in a systematic manner. The directors of the association for Oregon have prepared a four-page pamphlet setting forth their plans and purposes and a large number of the pamphlets will be distributed to bring the urgency of the matter to the attention of the voters of Oregon and the various candidates for the coming Legislature. Emory Olmstead is vice-president of the association for Oregon and following are the directors: H. A. Latta, of Medford; R. E. Scott, of Hood River; J. H. Hoke, of Eugene; Willard Taylor, of Portland; and W. J. Hoffmann, Phil Metsehan, Jr., C. C. Overmire and Mark Woodruff, of Portland.

**Few Visitors Coming West.**  
"Close observation during 1916 has shown that tourists have not been coming to the Northwest," says the pamphlet in presenting the purposes of the association. "The travel has turned back from the Yellowstone Park or has split at the Rocky Mountains, one stream flowing along the Northern border to Alaska and the other passing to the south into Southern California."

"That is the situation, notwithstanding the fact that Oregon, Washington and British Columbia contain the grandest and most interesting scenic spots, with the most delightful climate to be found in America. The explanation is that we have been working along the wrong lines in Oregon, Washington and British Columbia. Oregon communities have undertaken to advertise their individual attraction and to interest the traveling public to the extent of paying it a visit when the attraction itself was not big enough in any one instance to warrant the expenditure of time or money in so doing. The tourist would not travel half way around the world to spend one or two days in seeing one of these features. As a whole, Oregon has been expending \$150,000 annually for the last 10 years in advertising on those lines. Oregon has printed hundreds of booklets describing these attractions, but has never possessed adequate machinery for distributing the literature or for reaching the tourist.

"The cities and towns of Oregon have been shooting a bird shot at big game. And we have been advertising and trying to sell our scenic merchandise to ourselves.

"For example, neither Medford nor Klamath Falls has ever been financially able to put on a National advertising campaign to make Crater Lake known to the traveling world.

"Portland has expended much money in advertising the Columbia River Highway, but all its efforts have only reached a very small percentage of the traveling public. And it is doubtful if people will come here at all, certainly not in large numbers, to inspect either Crater Lake, the Columbia River Highway, Willoughby Lake, Klamath Lakes or any other single scenic feature.

**Scenery World's Greatest.**  
But when Crater Lake, the Josephine caves, McKenzie River, the Columbia River Highway, Willoughby Lake, the Cascades and Coast, Rainier National Park, the Georgian Circuit around Puget Sound, Vancouver Island, the Spokane district, Willoughby Lake and the Blue Mountains, Klamath Lakes and the National forests, with their trails running to the finest fishing and hunting grounds in America, are combined and advertised as "The Pacific Northwest Scenic Tour," then these attractions form the greatest scenic route in the world and travelers will follow it.

"Therefore, the purpose of the Pacific Northwest Tourist Association is to combine and advertise these scenic assets as one tour.

"The board of directors of the association will locate a headquarters of the association in some Northwest city, from which it will be possible to radiate to the tour will be sent out. Community booklets will be incidental to the tour and if any are printed they will be at the expense of such communities.

"Then the association will open offices and appoint agents in a number of Eastern cities. Each agent will have certain territory in which to work and it will be their duty to get acquainted with the traveling public and to sell the scenery and climate of the Northwest. They will lecture before clubs, church organizations, etc., and be in charge of placing advertising in Eastern publications. These agents must be able to answer any question on routes, costs of travel and money to suit the needs of the traveler. They will cooperate with railroads and travel bureaus.

"The plan of having representatives or agents in the East is identical with that used by Switzerland, California, Colorado and many travel bureaus.

"Inasmuch as a piece of the tourist dollar reaches every citizen. It has been thought that the State of Oregon should provide the money for carrying on the campaign.

"The tourist dollar is of particular interest to the farmer because the tourist is a large consumer of farm products as he travels along the roads. The tourist dollar is spent for meals and lodging, theater tickets, newspapers, cigars, straiten fares, gasoline and oils, auto services, or haberdashery and for numerous other articles. No small part of it goes to labor, particularly at the garages and machine shops.

"Therefore the Legislature of Oregon will be asked to provide the sum of \$25,000 per annum for two years.

"The directors for Washington feel sure that their state will give an equal amount. British Columbia is to provide \$12,500 per annum for two years."

**Driver Likes Track.**  
SANTA MONICA, Cal., Oct. 28.—Stating that in his opinion world records would be broken on the Santa Monica road racecourse, over which will be held the Vanderbilt Cup and Grand Prize contests on November 16 and 18, Earl Cooper, famous Stutz pilot, paid the course a visit last week.

## 4200-MILE TOUR IS MADE ON HIGH GEAR BY NEW HUPMOBILE IN SEVEN WEEKS' VACATION OUTING BY PORTLAND COUPLE

Mr. and Mrs. Robert F. Tegen Return After Sight-Seeing Trip Through Oregon, California and Part of Mexico Over Pacific Highway and Other Scenic Routes—Ideal Roads Found in South—Inland Road Taken on Return Home—Sleet Storm Encountered at Crater Lake.



Hupmobile Car in Yosemite National Park.



Ruins of San Juan Capistrano Mission, Between Los Angeles and San Diego.



Mrs. R. F. Tegen Standing Among Mission Ruins.

A TOTAL distance of 4200 miles was covered by the 1916 Hupmobile used by Mr. and Mrs. Robert F. Tegen on a seven weeks' vacation tour, concluded a few days ago. The trip took the Portlanders up and down the Coast from Portland through California and into Mexico and back again. They camped out all the time, and the success of the undertaking was attested by the willingness of Mrs. Tegen, on return, to commence the tour all over again.

Without being primed by the officials of the Manley Auto Company, Mr. Tegen frankly says that his Hupmobile didn't miss a shot at any time and that it didn't find any hill that forced it into low gear or that caused it to boil. He also says his Goodyear tires gave him no trouble more serious than punctures. For the entire seven weeks there was not a day of rain, except a sleet and snow storm at Crater Lake on the way South.

**Pacific Highway Followed.**  
From Portland the Pacific Highway was followed cross-state to Hornbrook, Cal., and from that point a loop trip was taken via Klamath Falls, Crater Lake and Medford, back to Hornbrook. Thence the car was driven through the Sacramento Valley to Oakland and San Francisco. The Coast route was used in going from San Francisco to Los Angeles, with a sufficient number of

side trips to take in the principal cities and resorts of various kinds. Mr. Tegen reports that this Coast road was rough in some places.

Interesting features of the stay in Southern California were visits to the numerous missions, particularly along the road between Los Angeles and San Diego. The Portlanders toured to the Mexican border and stopped at Tia Juana and Calexico.

Returning from Los Angeles North, the Tegens took the inland route, touching Yosemite National Park and the famous Mariposa Big Tree Groves. They also intended to tour the Lake Tahoe region, but snow in the mountains checkmated that plan. The weather was unsteady hot, Mr. Tegen says, while they were driving through the Stockton and Bakersfield region.

**California Roads Ideal.**  
"For the most part the roads of California are ideal," said Mr. Tegen last week. "Not once did we leave pavement in making the drive of about 225 miles from San Diego to a point beyond Marysville."

"Both going and returning we used the Pacific Highway from San Francisco North and had good opportunity to judge its condition. The road between Dunsmuir and Redding is exceedingly rough with steep grades, some of which ranged to 25 per cent. The rest of the trip was first class. I should judge. The new highway over the Sierran Mountains is wonderful, almost all of it being a high-gear climb. The worst part of the highway

poses. The largest single improvement advocated is the pavement of the St. Helens road from the present terminus of hard-surface in Linnton to the Columbia County line, a distance of 14.4 miles. If this improvement is made, Multnomah County will be able to boast of a continuous line of pavement for 62 miles without break from the Columbia County line to the Hood River County line on the Columbia River Highway. County officials estimate that it will cost about \$240,000 to pave the 14.4 miles proposed for hard-surface.

Other paving projects contemplated include the completion of the Capital Highway by laying 1500 feet of hard surface at the end of Terwilliger boulevard, the pavement of 6000 feet on the Canyon road, pavement of about one mile on the West Side or Pacific Highway road to Oregon City, commencing at the Clackamas County line and extending this way, pavement of the Base Line extension to the Sandy River and pavement between the Twelve-mile House and Fairview, thereby connecting the Base Line and Sandy roads.

**New Road Proposed.**  
In addition, the new grade over the Cornelius Pass will probably be completed and the Skyline boulevard extended to connect the Cornell road with Cornelius Pass.

A new road is also proposed to connect the Boone's Ferry and Taylor's Ferry roads with Bertha and a road from Bertha to the county line in the direction of Beaverton. An extension of the Powell Valley road to make a better route to Mount Hood is also suggested.

**Satisfaction at Home.**  
Exchange.  
"Didn't you say 'satisfaction guaranteed'?" "Yes," replied the suave salesman. "But we didn't say whose. Our satisfaction with the transaction is unqualified."

**St. Helens Road Reviewed.**  
As nearly as can be estimated at this early time, a levy of about 1 mill and a half, which will produce \$450,000, is to be asked for by the County Commissioners for road pur-



Portland Motorist and Car in California.



Coming out of Yosemite Park.



Mrs. Tegen in Front of Big Tree in Mariposa Park.



In Oregon is between Grants Pass and Cottage Grove, where in some places speed or 12 miles an hour is the limit of speed by necessity."



SEA EXPERIENCES RECALLED

F. W. Vogler Once Had Thrilling Time on Alaska Boat.  
As the majority of his friends and acquaintances know, Fred W. Vogler, of the Northwest Auto Company, has for his chief hobby and pleasure the sailing or operating of boats, and much of his time is passed on deep as well as shallow water. He was speaking of some of his experiences the other day in connection with risks that are constantly being taken, and the feeling of

helplessness when at sea in time of danger.  
He was on a nameless and almost worthless steamer during the rush to the Klondike in the early days, when the big waves threatened to engulf the ship at any moment. The captain ordered a box of sky-rockets brought to the deck and with his own hand touched them off in the hopes of attracting some passing ship to his aid.  
Amid the rockets' red glare a tall, thin individual made his way to the captain's side and reproved him as follows: "Captain, I must protest against this unseemly bravado. We are now facing death. This is no time for a celebration."

**Federal Beats Flood, Saves Cotton.**  
With the Cathwa River threatening to overflow its banks at any moment, bringing peril and devastation to the town of Mount Holly, North Carolina, a Federal truck, bought just 10 days previous by G. E. Hutchinson, of that city, by working night and day for over 24 hours was able to move several hundred bales of cotton to safety, when the flood came the cotton mill, stores

and warehouses were swept away, and now the truck is being used to transport the help to and from the town four miles away, at the same time moving materials to rebuild the cotton mill.

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## AUTO DIRECTORY

**Chalmers** H. L. KEATS AUTO CO. Broadway at Burnside. Broadway 5368  
Now Demonstrating the New 3400 R. M. P. \$1090 F. O. B. Factory.

**Chandler** See the Chandler Four-Passenger Roadster GERLINGER MOTOR CAR CO., 363 Oregon St., East End of Steel Bridge

**Ford Cars** Francis Motor Car Exchange Phone E. 1199—E. 13th at Hawthorne

**Fords** FORDS—1917 models. Easy terms. \$165.70 down, balance \$25 per month. Trade in your old Ford. Ford Service Dept. never closed. Phone for service car. PALACE GARAGE CO., 704 Kearney St. Main 00, A-242.

**Franklin** offers more of "what you actually need and want in an automobile." BRALY AUTO CO. 19th and Washington Sts. Main 4880, A 3881.

**Garford** A complete line of motor trucks both worn and chain drive. One-ton, 1 1/2, 2, 3 1/2, 5, 6, 7 and 10-ton tractors. GARFORD MOTOR TRUCK SALES CO. 522 Alder St.

**GMC** General Motors Company Trucks 1/2, 1 1/2, 2, 3 1/2 and 5-Ton The Standard of Portland Business Houses. Columbia Carriage & Auto Works, 209 Front Street.

**Hudson** Super Six—The Car with the greatest records C. L. BOSS & CO., 615-617 Washington Street

**Maxwell** Economy records, non-stop records and smallest up-keep records. C. L. BOSS & CO., 615-617 Washington Street.

**Oakland** Oregon Oakland Motor Co., Wholesale. Oakland Auto Sales Co., Retail. 522 Alder St., at Sixteenth. Main 414.

**Oldsmobile** Distinctive High Grade. Light Weight. OLDSMOBILE CO. OF OREGON. Broadway and Couch. Phone Broadway 1640.

**Republic** Internal Gear Drive, unqualifiedly guaranteed for the life of the truck; 1/4, 1, 2 and 3-ton sizes. ROBERTS MOTOR CAR CO., Park and Flanders Streets.

**Dr. Spark** knows everything Electrical. Specialist in lighting and starting batteries. Day, night service. GIBSON ELECTRICAL GARAGE AND STORAGE BATTERY CO. Alder at 12th

**Velie** The "Biltwel" Series represents the latest and best in motor cars. New value at medium prices. D. C. WARREN MOTOR CAR CO. 58-60 N. 23d Street. Phone Main 780.

**White** Pleasure Cars and Motor Trucks—The White Company, Park and Couch Sts.

**Prestolite Storage Batteries**  
We are distributors of Prestolite Storage Batteries. There is a Prestolite battery of the correct size for your car and it will give you better results.  
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**DIAMOND TIRES**  
Vulcanizing and Retreading R. E. BLODGETT, 29-31 North 14th, Near Couch. Phone Main 7005.

**BALL BEARINGS REGROUND**  
Abilberg Bearing Co., 325 Davis. Phone Broadway 125.

**BOWSER GASOLINE and OIL TANKS**  
STORAGE SYSTEMS FOR PUBLIC and PRIVATE GARAGES, S. D. Stoddard, District Supt. Sales, 415 Corbett Bldg. Main 1470.

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