

ADS IN MAGAZINES IN EAST TELL OF ATTRACTIONS HERE

Northwest Tourist Association
Expending Portion of Fund of
\$125,000 in Advertising.

TRAVEL TO WEST SOUGHT

Shipbuilding Pictured as One of
Attractions Showing What the
Coast Is Doing in War Work.

A portion of the \$125,000 fund to be
appropriated by the states of Oregon
and Washington and British Columbia
in attracting tourists to the Pacific
Northwest is now being expended by
the Pacific Northwest Touring associa-
tion in an advertising campaign.

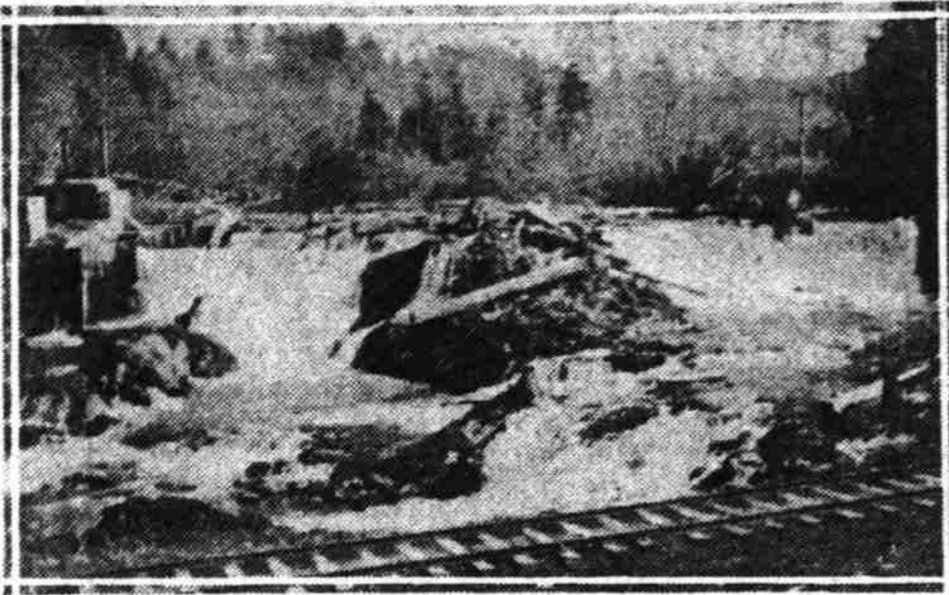
The association is advertising in a total
of 24 magazines that circulate
throughout the United States. All of
the magazine advertisements are pages
or half page in size.
Newspaper advertising will begin next
month. These newspaper advertise-
ments will be adapted to the circum-
stances of the communities where they
are published, the same as last summer,
when the people of the eastern states
and provinces were reminded of the cool
weather of the coast.

Ship Building an Attraction
In the magazine advertisements the
vacation facilities of the "International
playground" are presented. The tourist
is invited to make himself physically fit
to win the war by coming to the coast,
where his favorite recreation awaits,
including yachting, mountain climbing,
golfing, fishing, hunting and motoring.
He is also asked to come and see some-
thing of the big things we are doing in
building ships, making airplanes and
raising food to win the war.

The lure of the country is presented
by photographs of the Columbia River
highway and other Northwest scenes.
With Europe closed to travelers, this
summer is a favorable time to present
the enticements of the Pacific North-
west on an appeal of pleasure seeking.
But instead of this the writer of the
advertisement puts before the reader
the real reason why the latter should
come this summer to "our international
playground."

Varied Forms of Recreation
"If you are putting the maximum
amount of work in your business," reads
the text of the advertisement, "and in
all those win the war movements you
are interested in, you must take a vaca-
tion. Spend it this year in the Pacific
Northwest."
"Here are more forms of recreation

DRIVES TO TACOMA IN 8 HOURS



Above—Falls at Tumwater near Olympia. Below—Mrs. J. M. Gumbert (at wheel) and party in their Dodge on the ferry at Gobie.

Only eight hours and 10 gallons of
gasoline were required by Mrs. J. M.
Gumbert and her party last week to
drive a Dodge touring car to Tacoma.
Summing conditions of the road as a
whole, Mrs. Gumbert says they are in
excellent condition. No mud whatever
was found en route and conditions were
very favorable. The run was made via
St. Helens and Gobie, ferrying at that

point to Kalama. The Pacific highway
was followed, crossing the Cowlitz river
over the bridge at Toledo. The paved
portion of this route between Toledo
and Chehalis is now open, with the ex-
ception of a slight detour around an
uncompleted section this side of Forest.
Mrs. Gumbert did all the driving her-
self and found no trouble whatever in
reaching Tacoma.

"The trouble with most of us," writes
Harold F. Blanchard in an interesting
article in the current Motor Life, "is
that we are somewhat awed by the au-
tomobile."
"Although we understand how it
works, we have not the same easy fa-
miliarity with it that we assume with
the family lawn mower or sewing ma-
chine, and the difference in complica-
tion does not wholly explain why this
should be. There is something impos-
sible about the clever combination of
parts which go to make up the mod-
ern machine. However, it is well that
we should stand in awe. If we didn't we
should be getting into trouble with the
mechanism at all times. Nevertheless,
when some unusual circumstance arises
it is well to overcome this feeling long
enough to pull the mind out of the rut
and find the remedy that the emergency
demands."
"A wild young motorist, who was
never so happy as when traveling the
sparsely settled mountainous districts
of the South, was coasting silently into
a valley one day when he heard a tiny
squeak issue from under the hood, and
then the engine stalled. Investigation re-
vealed that the distributor brush had
broken and had been ground up. It
was 40 miles to the nearest town, and
once there, it would be a case of wait
until a new part was received from At-
lanta. He concluded that the machine
"simply had to be fixed, there was no
other way out of it." So he fished
around in his tool box until he found a
stiff piece of wire. He bent it to the de-
sired shape and secured it solidly in
the brush holder in such a way that it
just touched the distributor segments.
He started the engine and it ran with
fair regularity, missing only occasion-
ally, and without further trouble he
was able to get home."
Problem of Lighting Lamps
"An owner who had driven his car to
the summit of a mountain in the Appa-
lachian system late in the afternoon
found darkness upon him with a per-
fectly good pair of acetylene headlights
and no matches. Attempting to return
without lights was out of the question
because the road was steep, rough, nar-
row and tortuous as it zigzagged for
seven miles down to the base. He soaked
some waste in gasoline, placed it on the
end of a stick and removed the spark
plug, bringing the waste close to the
points. Then he turned on the switch
and cranked the engine and directly he
had light. This process need not be
dangerous if carefully done."
"A car with a broken steering gear
was brought safely to town from some-
where in the wilds of New Mexico with
the aid of two planks, some rope and
two men who acted as steersmen. The
planks were tied to the frame at the
front, and extended back so that the
flat side of each touched a front wheel.
The free end of each plank was in the
hands of a man on the running board.
An inward pull on the right plank would
apply pressure to the front part of the
right front wheel and the car would run
to the left. Thus the car was steered by
one man or the other pulling in on his
plank, his partner easing away at the
same time."
Straightened Bent Axle
"Too much speed and a high stone in
the center of the road temporarily
brought a car to grief by bending its
front axle. The nearest blacksmith shop
was miles away, not to mention the dis-
tance to a garage. Fortunately, a rail-
road track was near at hand. The axle
was removed, placed just inside one rail
and separated from it by a block of
stone at each end. A short length of
log was placed against the other rail in
line with the bend in the axle. The
base of the jack was placed against the
other end of the log, and the head of the
jack then almost reached the axle. A
few powerful strokes on the jack handle
and the axle was forced back into its
original shape."
"Ingenious and interesting are the
ways of avoiding driving on a flat tire.
Rope, if it is available, may be stuffed
into the shoe with fair success. Grass or
hay may also be used, and sand and
dirt are also hailed as substitutes."
"A hot radiator makes a very satis-
factory steam vulcanizer which has
helped many motorists out of trouble
when there was a puncture to fix. The
water should be just boiling. It requires
a little judgment to say when the tube
is done, but even a second class job, or
possibly a second attempt, is better than
driving on a flat tire. Cementless patches
are preferable, but sometimes they are
not available."

REACHING HOME AFTER ACCIDENT TESTS MOTORIST

Situations Confront Automoblist
That Put Ingenuity and Me-
chanical Skill to Test.

THERE IS USUALLY WAY OUT

Many Varied Experiences Come
to Tourists Who Venture Into
Remote Regions Driving Cars.

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Exercise Care in Coming to Stop

The owner of a motor car should
school himself to take more room in
which to stop. The best method of stop-
ping an automobile is to leave the clutch
in and take the foot from the accelera-
tor, applying the brake gently when
about two car lengths from the spot at
which it is desired to stop, releasing the
clutch at about five miles per hour, or
even less, so as not to stall the engine.
Contrary to popular belief, this ap-
plication of the brake with the engine
in gear does no harm whatever, if the
throttle is closed to the idling position.

Broken Screw Is Hard to Get Out

When the sides of the slot of a screw
are badly worn, it very often happens
that a pair of gas-pliers will serve by
getting a bite on the outside of the
head to turn it. Sometimes, however,
it is necessary to cut the slot deeper
with a small, narrow-edged cold chisel.
When this can be done the screw driver
may be employed afterwards. If the
screw head is large, a sharp tap in a
tangential direction with a cold chisel
and hammer will many times start the
screw so that the screw driver will do
the rest.

When leaving a car on a hill hook
wheel to curb.

Patriotic Citizen Owes Duty to State

"It is the duty of every patriotic citi-
zen during these strenuous war times
to make their tires last as long as pos-
sible and thus save on labor and ma-
terial which has heretofore gone to
waste through neglect and ignorance on
the part of car owners," says R. W.
Price, distributor for Savage tires at 14
North Broadway.

"It has been the practice in the past
of a large percentage of car owners to
throw away their old tires simply be-
cause they had a small blowout or cut.
We took advantage of these conditions
and bought up all the tires that we
could find, that were worth repairing,
and are now offering them to the pub-
lic with a guarantee of tire mileage per
dollar, the same as on a new tire. In
fact some of our customers claim the
cost per mile on used casings is about
half that on new ones."

"It is really the duty of the car own-
ers of Portland to see that this waste is
eliminated, and every used tire that is
bought is just that much labor and ma-
terial saved that can be turned over to
the government for other use."

"We keep experienced men in the field
all the time, looking up these tires that
are bought in just that much labor and
material saved that can be turned over to
the government for other use."

"A new tire means railroad transpor-
tation, more labor and more raw ma-
terials.
"A used tire means utilizing waste,
saving transportation, cheaper tire mile-
age, less cost.
"The money thus saved can be used
to buy Liberty bonds."

In Filling Radiator Observe Vent Pipe

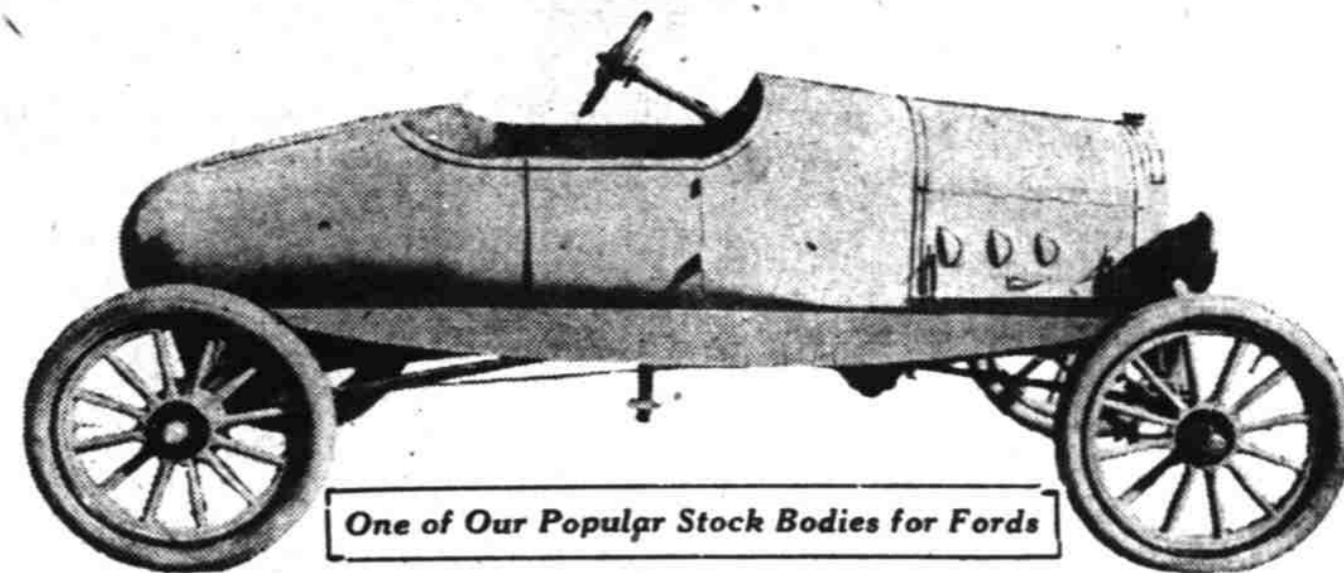
In filling the radiator of the car,
allow enough water to pass in to bring
the level over the end of the vent pipe.
If this pipe is clear, as it always should
be, the fact will be indicated by the
overflowing of the water through it. If
it is not clear, the water will overflow
the filler cap and not through the vent
pipe, which should be attended to at once.

Acid for Electrolyte

In preparing electrolyte for storage
batteries, nothing but chemically pure
sulphuric acid and distilled water should
be used. Commercial grades of acid
and ordinary drinking water contain
enough metallic impurities to cause dis-
integration of the active mineral, induc-
ing sulphating and ruining the battery
in short order.

BUG and RACING BODIES

FOR ALL MAKES OF CARS



One of Our Popular Stock Bodies for Fords

Class, Distinctiveness, Beauty and Speed
are outstanding features of our specially built bodies. Only the
very best materials obtainable are used in their construction.

Several stock bodies to choose from. Classy, speedy, com-
fortable and quiet riding.

We will make any kind of body according to your own speci-
fications. Prices the lowest.

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Portland, Or.

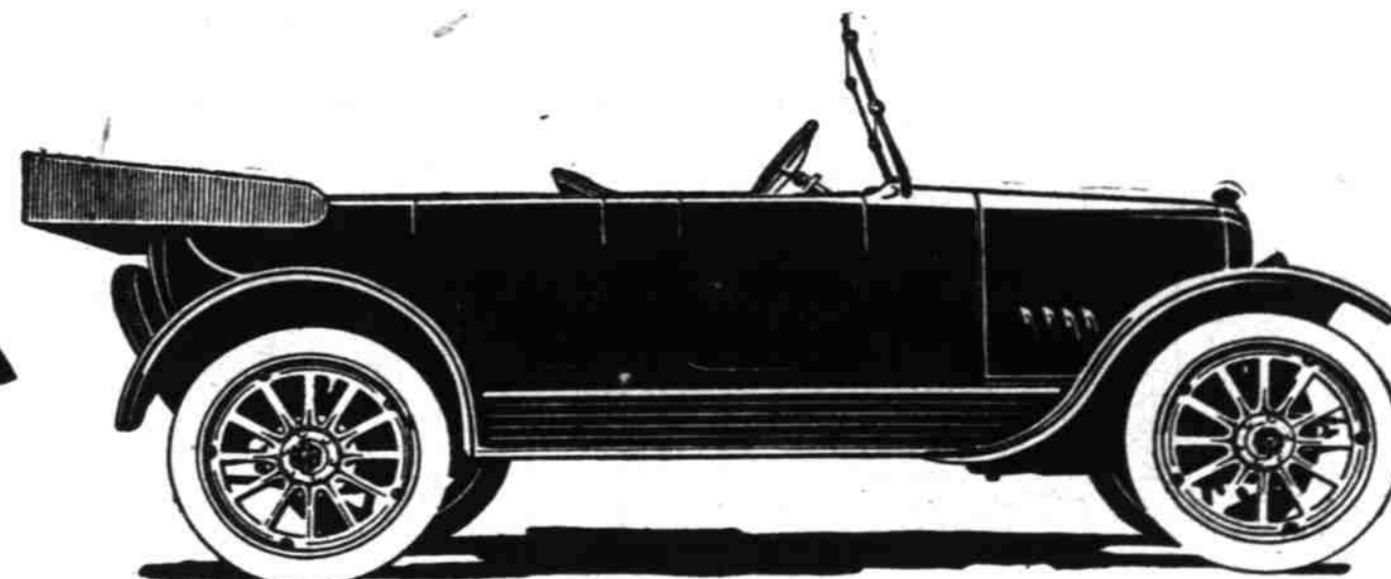
Go Far From the Beaten Path for the Big Fellows

You have to get "way back"—far from the railroads
and the crowd — to find "real fishing." The day's
sport is sadly marred by waiting or running for
trains, and long hikes from station to stream.

Distance Means Nothing to the

BRISCOE

Portland Price \$950
Including War Tax



The Car With the Half Million Dollar Motor

MILES are mere playthings for this
sturdy car — your objective point is
only a matter of your own time and inclina-
tion.

The steepest hills are no barrier to the
motor that has been perfected by the
shrewdest technical and mechanical minds
of the automobile world, at an expense of a
round half million dollars.

EVERYTHING that your dreams of a
car have pictured, you find in the
Briscoe—it is "the handsomest car you meet
on the road."

It has power, speed, comfort, endurance,
beauty—all at a price you can afford to pay
—\$950 delivered to you. May we send a
demonstrator to show you tomorrow?

TELEPHONE BROADWAY 2492

W. H. WALLINGFORD

522 ALDER STREET

PORTLAND, OREGON

The Thrift Car

Overland

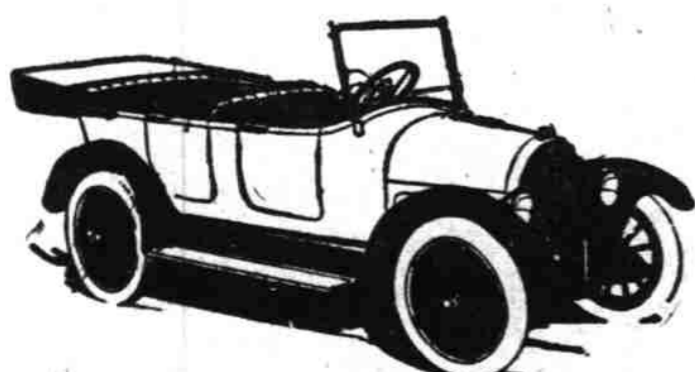
The Right Car—For Right Now

A finely built quality car
with more power than you
will use—five can ride with
real comfort.

It is the ideal car for right
now — big enough, fine
enough, comfortable
enough to satisfy your
pride completely—a great
car—nearly 100,000 already
in use.

Appearance, Performance,
Comfort, Service and Price

Light Four Model 90 Touring Car, \$950
f. o. b. Toledo—Price subject to change without notice



The Overland Pacific, Inc.

BROADWAY 3535

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