

# TOURIST ORGANIZATION IS SEEKING FOR AUTO TRAVEL

"The advent of the Pacific Northwest Tourist Association into the publicity field of America is going to make a wonderful difference in the automobile tourist traffic through Washington, Oregon and Idaho," says W. S. Parks, secretary of the

Tri-State Automobile club. "There is no country in America to compare with this Pacific Northwest for the delight it affords to automobilists," says Parks. "It is not a freak country to which people go for the purpose of seeing freaks of

nature and in some cases undergo many hardships and unpleasantnesses in order to be able to say that they have been there. The Pacific Northwest is essentially 'Nature's own country,' where everything reflects more, probably, than anywhere else,



the divine conception of what is most beautiful.

"The scenery from the southern boundary of Oregon to the northern boundary of British Columbia is almost universally a natural country—beautiful, sublime yet natural. When Eastern and Southern tourists know of this fact they will come here in larger numbers and I believe the publicity campaign being waged will bring the desired results. In fact it is already doing so although it was started a bit late for the best results this year. Our club expects to cooperate in every way.

"Think of a man who has been running his car in summer sections of the country where it is from 100 to 105 in the shade and not being able to find any shade. He transfers his car to the Pacific Northwest and is able to spin along our highways for miles and miles under the leafy canopy of our giant pines and Douglas firs with a cool, refreshing breeze and knowing that the heat of the day has no terrors for him.

"Then in the evening he is able to sit by the camp fire on the shores of one of our silvery lakes, or on the banks of our mountain streams, fishing for his lunch or his breakfast or his dinner, whatever it happens to be. Then he may motor to one of our typical western cities where the temperature is rarely over 75 even in the hottest days, learning something of western methods of building up new cities, developing new territories, opening up new mines, having visions of possible future investments, and then spinning along the next day through one of the magnificent national parks or forest reserves, where he can take his car up into the snow line and climb some of the highest mountains in the United States before he journeys on through golden orchards and wonderful valleys, and

so on, and so on, until he has toured this mighty Pacific Northwest.

**Joys Are Yet Unknown to Many.** "These are the joys that are open to the motorists of the future and the only reason we have not had these people in the past is their thousands is that they have not been fully and properly advised of the country, its attractiveness and advantages.

"The Pacific Northwest Tourist association will carry on a national campaign in the big magazines, with the aid of lectures, illustrated articles and every form of modern publicity to educate the people of the United States and Canada to the magnificent attractions which this great Pacific Northwest holds for all classes of tourists—sight-seers, fishermen, yachtsmen, motorboat cruisers, golfers, mountain climbers and especially motorists."

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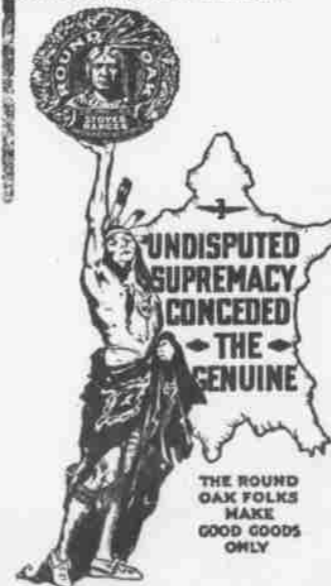
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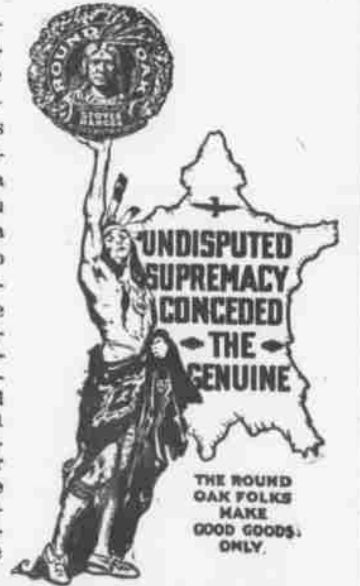
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