THE TOURIST CROP.

alifornia Gets One Million Dollars a Day---Oregon Editors Discuss It.

and Mentary Value than Any

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natal attrations, aided by the h river nghways have a publicity value than any-

n is of a two-dged charactit advertises our resources, ate, our attractions and opreturn home, living advertisall that they have seen with al force of having first hand dge and become of the greatolicity value to the state.

Organization Is Unique

together in a board of direcattention of the whole civiliztional, provincial, state, councity lines; where we have ed under two flags for this mon purpose, to tell the there is no place where the there is no place where the enjoy such a wonderful clilive in such beautiful surngs, in a country so marvelsupplied with natural wealth here the people live in comfort, ness and contentment, have eat English speaking peoples.

Country Districts Benefitted ese days of automobiling the ry district derives a much beneproportion as the large cities, money received from the vistourist industry than any ne to the state and left noney behind them, and liked ate to such an extent that they

back again in after years as ment residents when the peoing water into the arid lands the others. n otherwise developing what rewaste places of nature, our beauties, our sporting rivers

akes are raw material for the tion of more revenues than bly any other one form of basic even our cultivatable lan is. Tourists Greatest Crop

ve a circular befor me issued Los Angeles Examiner in it is shown that the annual crop is \$65,500,00, the dewheat, \$14,500,00; bar- quote:

oil of \$148,000,000. the same circular, but not given ominence by any means as the es I have just mentioned is the es I have just mentioned is the ment that the tourist crop per

\$11,500,000, beans \$14,500,000,

is \$150,000,000. Million Spent in Day

statement which I have given everal times and which I have y office, supplied to me by the au of statistics of the U. S. govent, I have been informed that tourists spend \$1,000,000 a day alifornia.

ealth which is even more certain the land and timber we have d us, the revenues from which permanent and continuous so the limits of a single state. is it is, like these other natural ces developed and cultivated the same thoroughness.

ere is an unlimited market for which we have to sell. Before war American tourists spent in \$600,000,000. The same r of people today would spend a \$1,000,000,000. In the United the American tourists spent. old days, \$700,000,000 per an-Today the same number of would spend \$1,000,000,000. fore there is a market of from to two billion dellars for the ecreation features.

Must Develope Industry

necessary, however, that this be developed in the same that we develop any other inbut the employment of capit-labor. We have the raw maals, but from Atlin Lake, British mbia, in the north, to Crater region, in the south and from sea in the west to the eastern daries of these three common-Iths, the whole of the six hunthousand square miles of scenare raw material and such scencannot be found anywhere

In the triend's possibilities prethe triend's possibilities prethrough our primeval forest, every Every mountain top, every fishing sea beach, has a monetary value that that ould resent o he world can be sold, and yet they are never wonders of the delivered. We receive a cash payeau's at wonders of the delivered. We receive a cash pay-weswas to theme that Herb-ment, not for the privilege of posthet, manger of the North- sessing, but of seeing them and enforst Assciation, brought to joying them and of leaving them Total Assistation, brought to Joying them and of leaving them are the leaving them and of leaving them are the leaving the leaving the leaving the leaving them are the leaving them are the leaving th

Benefit is Wide Spread

And, therefore, the benefits that in or ouside of the state, come to the country by the sale of eyear whe the Pacifc High- our scenery and climate are not conbe almor as smooth as a fined to any one particular section. able from outhern Califor. Our wheat lands are localized, our the Pacile northwest, the fruit lands are localized, our minvalue of the tourists who erals are localized, and so on through er that red, traverse the all our other natural resources. The river andour other high- revenues that come from their ex-I have a corbined publicity ploitation are to a large extent lot cannot posibly be estima- calized. But our tourists industry is located wherever there is a scenic he work of the Northwest highway, or pool in which to fish, a Association to bring these mountain to climb, a sea beach to Association to bring these bathe upon, a lake in which to swim and everybody has directly or indi-ural resource to the atten-

So the first important things we have to do to cash in on the value DIRECT ROUTE TO of our wonderful scenery and clities and then the people we mate is to spend money in telling people about it. Can onyone imagine Highway Cutting Distance In Half mount of money they would leave behind them that we would have if we spent as much money on the development of our tourist industry as est in a project which has been quietwe do in connection with our lands ty discussed since the possibilities of e is no other organization like or our mines or our forests? What where citizens of two nations, we spend now is a mere bagatelle and yet, so far, no money spent by the bring their common country state in the opinion of a great many rld; where we have eliminated returns as that which has been spent people has brought anything like the on tourist publicity.

OTHERS' ATTENTION

Co-operation in Making Northwest Tourist Resort Worth Copying

(San Francisco Chroniele.) Perhaps California may draw a useful lesson from the example of the Pacific Northwest tourist association and its success is drawing the attention of the United States to the region it represents

Note, first of all, that the title of this association names no city, county, state or even country. Its activity, state or even country. Its activities are as impartial as is its title. Its these strangers who often aft- fundamental idea is that the interest and the route has never been practids become permanent residents of every part of the Pacific northwest cable for heavy travel. The alternae widely distributed than any is the interest of every other part, that comes from any other in- irrespective of boundary lines, even carrying a heavy travel is by way of It takes less captial to de- though they be international.

Therefore we find British Columbia hat is, by the state. Califor-a partner with Oregon and Washing-ton in the association. The governtrade. Money was spent in ments of the three states, and Canay and in the building of ho- dian and two of our union, find the and hundreds of thousands of money for this cooperative bureau, and it advertises them all together as one region. The first advantage of this is obvious in that a single over- possible, but tentative surveys have head pays for the administration of shown that a route further north can the three funds; the second, and the be run which will miss the zigzag chiefest, is that whatever one state and other bad places and tap the the state had used the money has to offer is made to serve as an had previously left behind in added attraction to the resources of

This cooperation is dong things. It is calculated that it has raised the amount spent by tourists in the Pacific northwest from \$7,000,000 under the old competitive plan to \$35,000,000 a year and by increasing the number of visitors has also added to the number who detide to stay. The association carries on its campaign throughout the United States and Canada, with newspaper advert-

ising as the backbone of its publicity. But no method is neglected, and no neonie. Give ear to the directors' concrop is \$65,500,000, the defession of the insidious nanner in fruit crop \$15,00,000; lem- which they are picking of our own and it was suggested that steps be

> an on effective campaign in California, advising tourists to return via the Pacific northwest. This has had an excellent effect in the direction desired, but it has, apart from that, suggested to these visitors that their next trip to the coast be to the Pacnorthwest, and has also helped to the old Wilson route. is in enterprising organization. But what we wish to empliasize for Cali-formians is the value of such co-ep-eration as that by which Oregon, Washington and British Columbia are so notably advancing their common interest. Such co-operation may like

Indianapolis Sar. We have an infinite veriety of natural attractions, many of which are incomparably greater than anything Europe has to offer, and be people of west ourist association, is supply free of charge reliable information of the intenational Pacific no

The organization has reformed invaluade service to the art it represent and to the thous who have gone parts of this coun Canada. It has educated thousand of us stay-at-hom the woners of the Pacific no and aroued an interest that each of s prospective visitors mirers. The Pacific northwest ist association has set an ex that should result in the awake of the people who have too long lected the fact that they have of the mist beautiful of matu

A GOOD INVESTMENT

(From the Oregonian) the effectiveness of the work of the Pacific Northwest Tourist association. To be sure, all have noted the number of summer tourists. rists Hve Greater Publicity else, either on this continent or any other.

Thus we have observed the results but not the work that produced them. That has been done elsewhere. More-ever, the attractions of the Northwes as a summer recreation ground have ben so long realized by the folks of the northwest that it seems but natthe northwest that it seems but natural that others should come to partake of the joys of our scenery and
climate. Little thought is given to
the means by which these attractions
have been made known elsewhere.

But in the localities where the
work of selling the Pacific porthwest

formed the genius of the selling campaign is attracting attention and gentwo editorials from widely spearated uine interest. Illustrative of this are newspapers re-published in another column of The Oregonian today. The plan of co-operation by which Oreg-on,W ashington and British Columbia pool their funds in a venture which each is represented as fully as the other an community of interest is given full recognition is now presented elsewhere as a plan that is

worth copying widely.
The Pacific Northwest Tourist association is financed by appropria-tions of public money. The money has been returned many times over, investment-money well spent.

COAST AVAILABLE

Possible . From Hillsboro independent Recent agitation for an inland oute to the coast has revived interthe automobile and truck became apparent, and that is a route which will oring Portland within a few hours drive of the coast and intervening points correspondingly nearer. Those who have dreamed of the coming of this time say that if there is to be a promotion of a second state highway to the sea it should not be a route which paralieis the lower Columbia highway, and in which the mileage varies but slightly, but a different route and one more direct and much shorter is ready whenever the highway commission desires to take the matter up.

For many years what is known as the Wilson river road has been the snortest to Tillamook, the mileage being 47 miles from Gales City or 54 miles from Forest Grove. While the road has occasionally been traveled carrying a heavy travel is by way of Sheridan, but as a broad dip to the south is necessary the distance is aimost twice that by the first named

It is agreed that the Wilson river route in this county must be elminated from consideration for grades s are such that make it im highway in Tillamook county where the road is considered good. The suggested new route leaves the Gales Creek road a short distance beyond Glenwood, and engineers of the Wilson river railroad now under construction say that grades not to exceed 5 per cent are possible.

Attention was called to the route recently by the application of the Algard Mill Co., which is logging the Washburn timber in Sections 8 and 17 for the rock to improve a mile and a half of private road now running to the mill. It was explained that the county could not rock a private road struit crop \$15,00,000; tem-which they are picking on our own taken to open it as a county road and \$11,000,000, or a total of \$88,- oursts and even spreading their profigured that not to exceed 12 miles \$11,500,000, beans \$14,500,000, "In the spring months before the of new road will be necessary to contotal of the seven products of tourists started from California for nect with the good part of the Wilson their eastern homes we have carried river road on which but little in the way of grading will be necessary. While exact mileage cannot of course be known until surveys are made the route as described by the engineers who have looked it over is not believed to be much if any longer than

educate the people of California to

the fact that the Pacific northwest state highway facts apparent are that their logical summer playground." a pavement already extends from We will have to admit that the Pa- Portland to Forest Grove. From there cife northwest tourist association to Glenwood the grade is largely completed and but little cutting would be necessary, while over a large part of the route macadam has been laid which can be utilized as a foundation as has been the case on many roads, notably that between wise be praticed to advantage within Hillsboro and Forest Grove.

Should the route be adopted by the state highway commission and a survey made it is believed the project would appear to the people of both Washington and Tillamook counties that plans for connecting up the two reads would be considered at once this ountry are awakeing to hat truth. One of the most effective agencies a enlightment along that line work all would be ready. It is beis mantained by Oregon and Washington and the province of British Columna. Those governments have joined in financing the Pacic northsupport from the outside may be expected, especially from Portland. where there should be great interest not only from a pleasure standpoint but from business interests as well. With such a route open a trip to the Tillamook coast will be only an afternoon drive from Portland, and not only is the coast brought within a as to few hours of the city, but business est trips can be made quickly and withakes out delay. Not only that, but the r at entire stretch of coast is served by a single line of railway which carries all freight in and out, while a highway on grades easily covered and about reducing the distance to Portland to about 75 miles would relieve freight congestion and permit speedy receipt of supplies and marketing of

Lice Farther on Goodyear Tires in Your Small Car



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Greatest Horse Show in the Northwest. Excellent Racing Card and Amusements. Special Attractions Both Day and Night. Ideal Camping Grounds. Excursion Rates on All Railroads.

For further particulars write A. H. LEE, Secretary, Salem, Oregon.

for Tillamok County, has appointed amook city, Oregon, within six months from the date of this notice. Dated this 12th day of August,

Albert Marolf, Administrator, of estate of Alfred Marolf, deceased.

Notice of Final Hearing.

In the County Court of the State of Oregon, for the county of Tilla-In the matter of the estate of Fritz Buhrow, late of the county f Tillamook, deceased.

Notice is hereby given that the undersigned has, in the above entitled proceedings filed his Final account as Administrator of the estate which was of Fritz Buhrow, late of the county of Tillamook, deceased. and that the Court has appointed Friday, the Tenth day of September, Nineteen hundred and twenty, at Ten o'clock in the forenoon, as the time, and hte County Court room in the County Court House at Tillamook City, Tillamook County, Oregon, as the place, for the hearing of objections to such Final Account and the settlement thereof.

Dated, August 7th, 1920. W. L. Campbell, Adminstrator Robert H. McGrath, Attorney for the Administrator.

Administrators Notice of Sale.

Notice is hereby given that by virue of an order made and entered in the county court of the State of Oregon, for Tillamook county, in the Matter of the Estate of B. Imdorf. Deceased, the undersigned adminis-trator of said estate has been authorized, licensed, empowered and direct ed, from and after the 25th day of September, 1930, to sell and will sell cash to the highest bidder, the following described real property situated in Tillamook County, Oregon, who have received notice of Fire In-besonging to the said estate, to-wit: surance assessment please mail check The West half of the Southwest to Frank D. Bester,

Administrator's Notice to Creditors | quarter of section Twenty-seven, the Northeast quarter of the Southeast Notice is hereby given that the quarter of section twenty-eight, and County Court of the State of Oregon, beginning at the Northeast corner of the Southeast quarter of the Souththe undersigned as Administrator of and running thence South on section the Estate of Alfred Marolf, deceased; and any and all persons having four rods; thence North forty rods claims against said estate are hereby to the north line of the Southeast required to present same, together quarter of the Southeast quarter of with proper vouchers, to the under- said Section Twenty-eight; and igned at his residence in Tillamook thence East to the place of beginnounty, Oregon, or, T. H. Goyne, ing, containing six acres; also the Attorney-at-Law, at his office in Till- north half of the northwest quarter of section thirty-four, all in township two South of range nine West, and containing 206 acres. Said sale will be made subject to onfirmation of said County Court.

August 26, 1920. M. Abplanalp, Administrator of the Estate of B. Imdorf, Deceased.

Having your house wired by folks who know their business is not a thing to be dreaded. It can be done with far less muss and fuss than you put up with in having the house papered or painted.

We can wire your house in two or three days and leave not a scar on your wood-work or plaster. There's no dirt, nor any incon-

venience to you and the cost is We will come and tell you exactly what it will cost if you wish. SUNSET ELECTRIC COMPANY



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