

NATIONAL
TOURING WEEK
AUG. 6 TO 12

TOURING SECTION

PUBLISHED IN THE
INTERESTS OF MOTORING
AND TOURING
DEVELOPMENT

PLEASURES OF MOTOR TOURING OPEN TO NATION

Interesting Trips of Scenic
Beauty Plentiful in
All Sections.

FINE ROADS EVERYWHERE

Automobile is True Discoverer
of America and its
Charms.

When you hear a man say that he is
sorry he ever bought his car, it is not
necessarily an indication that he paid
more for it than it was worth or that
operation of it is costing him more
than he can afford. The probabilities
are that he is one of the people who
never have indulged in the pleasures of
touring.

There are many men who still have
the old-fashioned notion that automo-
biles are to be used only on city boule-
vards. They ride from their homes to
their offices and from their offices to
their homes, with an occasional trip
through the parks and over the routes
where the crowds are to be found on
Sundays.

Consequently, they soon grow weary
of what they call "the same old thing."
They have yet to learn that touring in
an automobile is not surpassed by any
other kind of outdoor fun. They have
failed to put their cars to one of the
best of their many possible uses.

In these days of road-improvement,
and since automobiles in general have
been developed to a point at which the
troubles that used to be common have
practically been eliminated, it is pos-
sible for the tourist to start for almost
any point with a reasonable certainty
of getting there and back.

The betterment of roads in almost all
parts of the country has been accom-
panied by the establishment of many
conveniences which add to the pleas-
ures of motoring. One never gets far
from a place at which gasoline is sup-
plied; tires can be found at nearly any
country store, and a shop at which
emergency repairs can be made is usu-
ally close at hand if things happen to
go wrong.

Furthermore, there has, owing to the
popularity of touring, been an appre-
ciable improvement in the accommo-
dations offered by hotels in the small
towns and villages. Good meals and
comfortable beds at reasonable prices
are the rule, rather than the exception,
almost wherever the tourist finds it
necessary to put up for the night.

The country in general has been rehabi-
litated. To the liveliest and most inter-
esting of the old stage coaching days
have in many instances been added
modern conveniences and up-to-date
service which contributes much to the
enjoyment of the touring party.

Attractions Everywhere

Within easy reach of almost every
city in America, there is scenery that
is well worthy of a visit from the
tourist. In most cases there are many
such points.

The car owner who complains that
"there's no more worth seeing" within
a day's ride of the town or city in
which he lives is to be pitied, because
the trouble undoubtedly is his own in-
ability to appreciate what is sublime,
or beautiful or interesting.

Not every state has a Grand Can-
yon, a Yosemite, a Yellowstone Park, a
Niagara Falls or a Mt. Vernon, but
there isn't a single state of the Union
that is wholly devoid of natural won-
ders. If it possesses no other spots that
should be interesting for one reason
or another, it is hardly too much to
say, indeed, that there isn't a single
section of any state that is not inter-
esting in places of unusual scenic
charms or historical or romantic asso-
ciations.

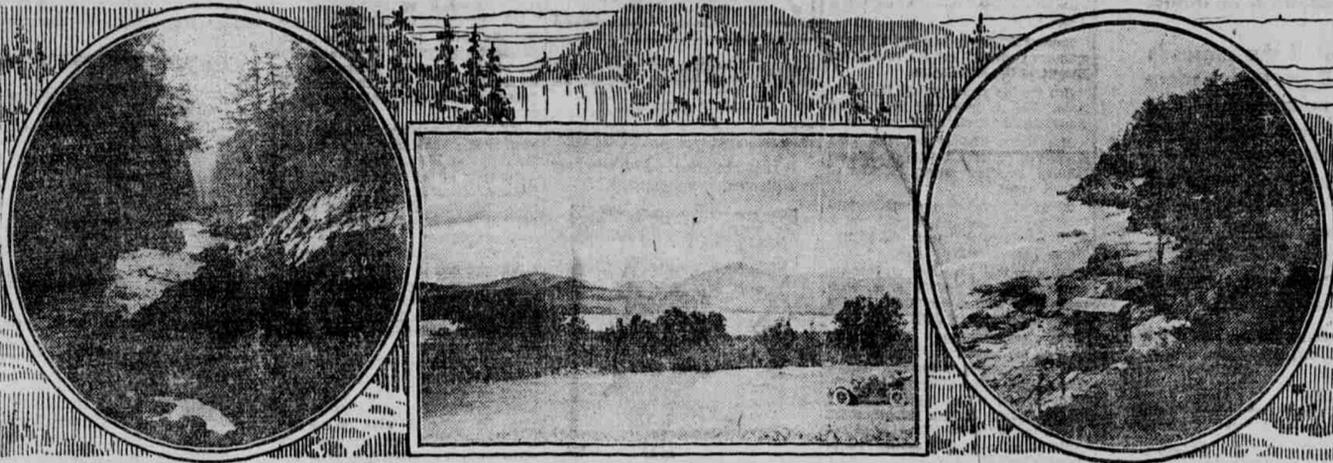
The coming of the automobile tour-
ist has brought about the discovery
of hundreds of interesting places that
might otherwise have remained for-
ever unknown and unused. The hilly
regions and the prairie country, the
lakes, the rivers and the valleys, all
have their peculiar charms, so that
there is easily accessible within a
week-end tour of every important cen-
ter of population some place that is
worth seeing and worth knowing.

In addition to the attractions that
are to be found on short local tours
there are always the long trips to make
their appeal to the automobile owner
who has a desire to see the beauties
and study the greatness of his coun-
try. The man who crosses the continent
in an automobile gets a real con-
ception of the vastness of the United
States; he has an adequate under-
standing of the country's agricultural
and mineral wealth, and he obtains the
opportunity to get a "close up" view
of the most splendid among its multi-
tude of charms.

Some Favored Sections
There is the Berkshire Hills coun-
try in Massachusetts, the White Moun-
tain Region in New Hampshire, the
beautiful district around Lake Cham-
plain and Lake George in New York,
not to mention the Mohawk Valley,
the Catskills of the Adirondacks, the
Blue Grass section of Kentucky, pic-
turesque Eastern Tennessee and West-
ern North Carolina; the Lake regions
of Michigan, Wisconsin and Minne-
sota; the splendors of California, Colo-
rado and Arizona. To attempt to name
all or half of the wonderful places that
are easily accessible to the automobile
tourist would be to follow the example
of the brook, and go on forever.

There should be no trouble whatso-
ever in obtaining any route informa-
tion that may be wanted, no matter
what section of the country the tourist
may wish to visit. Route cards and
maps are free for the asking and they
show all the directions that the mo-
torist requires.

NATIONAL TOURING WEEK VIEWS SHOWING LANDSCAPE BEAUTIES OF OUR HOME STATE



MOUNTAIN TOURS OF NEW ENGLAND LURE AUTOISTS

Maine-New Hampshire-Ver-
mont Region Rich in
Touring Attractions.

UPLAND ROUTE FAVORED

Green and White Mountains
With Maine Coast Offer
a Wide Choice.

Our mountainous upper New England
has no equal for summer motoring
tours. Search the country over, and for
that matter the world, and you will
find no locality of a like area that
sounds such a call of the road. Not
only does it lead forth to the motorist
a spell as compelling as the lure of
any mountain land, but it offers every-
thing to bring about a realization of
the United States.

Upper New England has lakes and
mountains, and woodland valleys to
thrill the soul of an artist; and many
an artist have they thrilled. What is
more to the point, our country is
thru with automobile roads and
drives, the equal of which are not to
be found in any highland on this side
of the Atlantic Ocean. Thousands of
motor tourists yearly come to our lakes
and mountains. Those of us who live
amidst these scenes drawing thousands
of visitors, those of us by whose very
doors these magnificent drives that
delight our guests, should not
neglect this beauty and enjoyment at
our finger-tips.

No Short Jaunt

This does not mean for us a fifty-
mile automobile jaunt. It means that
each of us has a vacation to enjoy, and
if we have a motor car we can enjoy it
a-wheeled, bowling around four days
to a week automobile tour through the
self-same mountains over the self-same
motor roads that attract visitors hun-
dreds of miles.

Over three Northern New England
States offer a variety of tours, one may
say a network of them, that is next to
bewildering. Broadly speaking, there
are three great circuits of beauty spots
and vacation resorts, each of which may
be adapted and varied to suit the
whims of the individual. One tours
the beach and lakes of Maine; another
the White Mountains, and a third the
Green Mountains.

A trip linking Portsmouth, Portland,
Bar Harbor, Bangor with a detour to
Rangley, gives the motorist the sum-
total of New England scenic beauty—
the seacoast, the lakes and the mountains.
On the path one travels the picturesque
cliffs of the Maine coast, notably
Bass Head Cliff. He visits lakes
without number, and is never out of
sight of mountains.

White Mountain Trip
A spell-casting trip is a round of the
towns of the White Mountains. From
Portsmouth to Bethlehem with leisurely
detours, the New England native
may "discover" beauties of which he
does not dream. One may climb to the
rampart of the Lakes and Crawford
Mountains, an experience of Crawford's Notch
along the Maine border and Lake
Winnepesaukee, and return via the his-
torical old towns of the Merrimack River.

The Green Mountains offer a tour ne-
cessarily less extensive. One in making the
circuit of Burlington, Rutland, Man-
chester, Bennington, Battledore, St.
Johnsbury and St. Albans with side-
trips to Saugus Lake and Crawford
Notch, rounds Vermont in a ring of
over-riding novelty and beauty.

The Maine and New Hampshire
coasts are rich in many a short motor
drive, which may be limited to com-
prise an extensive vacation tour.

Out of Portsmouth, Portland or Ban-
gor, the motorist may find the maxi-
mum of sea shore beauty, with the
minimum of hard road travel. A de-
lightful trip may be made about the
hills of Casco Bay. This may be ex-
tended on to Bangor, from which place
trips may be made to Ellsworth Falls,
Phillips Lake, and Bar Harbor.

A needed trip well worth while on
the White Mountain tour is a visit to
Bretton Woods at its historic points.
On the Green Mountain tour the Lake
Memphesagog is a locality of which
well-earned fame is found in Switzerland.

The nickname of Northern New Eng-
land is "vacation land." Wherever the
motorist may turn the wheels of his
car, he cannot go astray from restful
beauty. Moreover, he travels with the
certainty that the roads will be per-
fection and that his creature comforts
will be cared for, no matter where the
night finds him.

**Kineo Is Center of
Scenic Wonderland**
Kineo and Moosehead Lake have
long been an inspiration to sportsmen,
travelers, men of letters and motorists.
Kineo is the center of a scenic won-
derland. Situated on a peninsula mid-
way the length of Moosehead—New
England's largest and most beautiful
lake—forty miles long and from one
to twenty miles wide, with a shore line
of nearly four hundred miles, dotted
with many islands, large and small,
and fringed with mountain ranges of
unusual contour and color each visit
presents new delights to the eye.

The Modern Lover to His Love

Tell me not, dear, that I'm wise,
Do not say that I am clever;
Speak not of my soulful eyes,
In them I've no pride whatever;
Do not praise me for the sea,
That has kept my ventures thrice
safe—
Darling, tell me that you feel
Content when I am driving.

"Blame It on the Tire"

He didn't pump it full enough,
though all the air is free;
He left it soft and spongy like, and
scouted on with alee;
He skidded and he grided and
whopped through dust and
mire,
And when it burst
He cursed and cursed,
And blamed it on the tire.

He drove it on the street car tracks
with confidence superb;
He scraped it on the lamp posts and
he scraped it on the curb;
He slammed it and he jammed it any
way he might desire,
And when it popped,
Right out he hopped,
And blamed it on the tire.

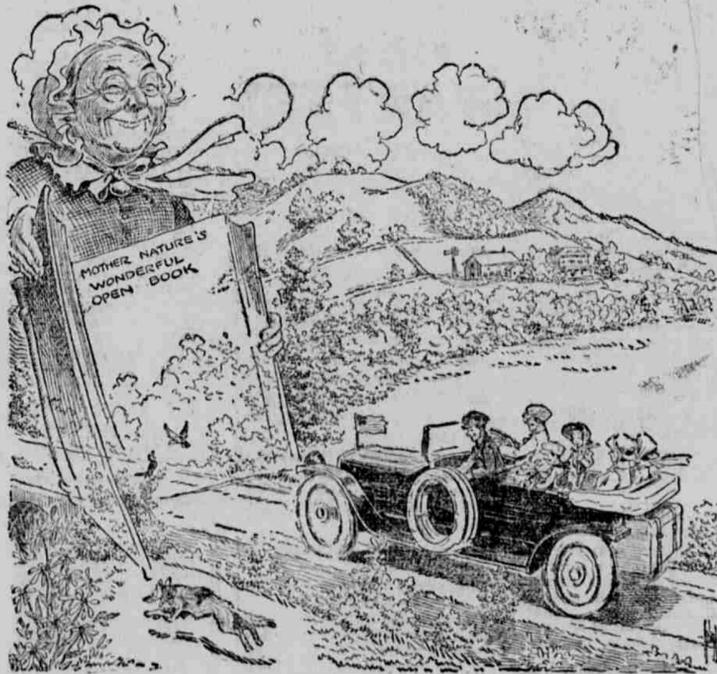
He cut it on some broken glass, but
said that didn't hurt;
He kept right on through sand and
mud and filled the cut with
dirt.
It spotted there and rotted there and
soon he howled in ire,
When up he hied
He blew up, too,
And blamed it on the tire.

He put on chains that ground and
chevied and gouged into the
tread;
He knew his wheels were out of
line, "But what of that?" he
said.
He whizzed along and sized along,
He picked up nails and wire,
And when it banged,
His fist he whanged,
And blamed it on the tire.

Who is this man? Go ask the boys
who mark him every day,
Go ask the boys who have to hear
the things he has to say,
He hores in and he hores in with
words of angry fire,
Though he's to blame,
It's all the same—
He blames it on the tire.

—Wilbur D. Neabit.

The Great American Novel



GUIDE POST IS GOOD SAMARITAN TO AUTOMOBILISTS

Private Enterprise Marking
Roads Enlisted by War
Department.

The more civilized man becomes the
more easily he gets lost. In the semi-
barbaric days he trod untracked wilds
and pathless seas, but always somehow
he "got there."

In later times, having seemingly lost
his sense of direction, he began to
mark his trail so that he could find his
way back. The gashed bark of a tree
trunk has guided countless men and
women to their destinations; but when
the forests fell before the march of
civilization, and as the speed of the
traveler increased, better road markers
became essential.

So there appeared various crude
boards nailed on poles and set up at
cross-roads, stones covered with num-
bers indicating distances, and similar
landmarks such as may still be found
in many country districts.

But until a short time ago there was
no attempt to establish systematic
marking of American roads. Every lo-
cally had its own style and in many
instances the guide boards were so
weather-beaten and defective as to be
valueless. The automobile tourist who
went beyond the boundary of his county
found it necessary to stop at every
cross-road and ask to be directed on
his way. Usually the information he
got was of little use, because any dis-
tance exceeding ten or fifteen miles
was out of the farmer's reckoning.

Four years ago the E. F. Goodrich
Company, realizing the necessity of
an adequate system of road markers,
stepped in where governing bodies had
failed, and has since made safe for
travel over 100,000 miles of roads in all
parts of the United States.

Great Touring Stimulus
This work has been carried out sys-
tematically under the supervision of
experts and in a style which has won
the approval and co-operation of local
legislatures, automobile clubs and even state
legislatures.

While only one road marking crew
operated during the first year, its work
met with such thorough approval the
larger plans were made for the second
year's work, three crews being sent
out—one working through the Middle
West, another through the Pine
Coast States, and the third in the East.

The sign now being used is made of
galvanized armor metal with aluminum
letters sunk into the surface. It will
not rust or deteriorate and in all
respects the most serviceable road
marker that has ever been devised.

More than 100,000 of these signs
mark the roads in twenty-five States,
and cover three main trans-continental
routes. They have been erected at a
cost of over \$5 each and have unques-
tionably done much to stimulate the
good roads movement, develop Ameri-
can touring and add to the rapidly
growing desire among motorists to
"See America First."

Another great stimulus to touring
has been the publication of Route
Books, Route Cards, pamphlets, etc.,
over a million of which have been dis-
tributed throughout all sections of the
country. These route cards cover prac-
tically all of the main or trunk lines
of travel, with detailed descriptions
showing every turn of the road,
bridges, railroads, dangerous spots and
mileage.

In all of these efforts there has been
excellent co-operation by State, County
and Municipal officials. The Office of
Public Roads of the Department of
Agriculture also is interested in this
work, its engineers having erected
many of the Goodrich Guide Post signs
and furnished information with refer-
ence to roads now being improved
under federal jurisdiction.

Never wash your car with hot water.
Tepid water is best for this purpose.
Hot water spoils the varnish and de-
stroys luster.

In passing other vehicles going in
the direction which you are traveling
keep to the left, except in the case of
trolley cars.

What You Should Take With You on That Tour

Before starting out on an extended
trip be sure to go over your car thor-
oughly. Tighten every bolt and nut,
put fresh oil in the oil cups and turn
them up. A tightened nut, says an ex-
change, may save hours of trouble and
worry on the road. But your prepara-
tion is not completed after the me-
chanical adjustment has been attended to.
Tools and supplies should be taken to
provide against emergencies. Include
in the outfit the following:

One extra casing (keep covered), in-
ner tubes for all casters, two extra
tubes properly wrapped or bagged to
protect from oil and prevent chafing,
one box self-vulcanizing patches and
one box permanent puncture plugs (for
small punctures), one tire sleeve, one
set of tire-applying levers, one box
powdered soapstone or mica to be used
between casing and tube to prevent
stitching, one can plastic to repair cuts
in casing, six valves inside, six valve
caps, three dust caps, air pump, collapsi-
ble water bucket, jack, complete tool
kit, raincoat, one set of chains, two
extra spark plugs, Manila rope or wire
(forty feet), one extra water tank for
drinking purposes and radiator (five
gallons), one small medical kit, face
cream for sunburn and stained goggles
(yellow or orange).

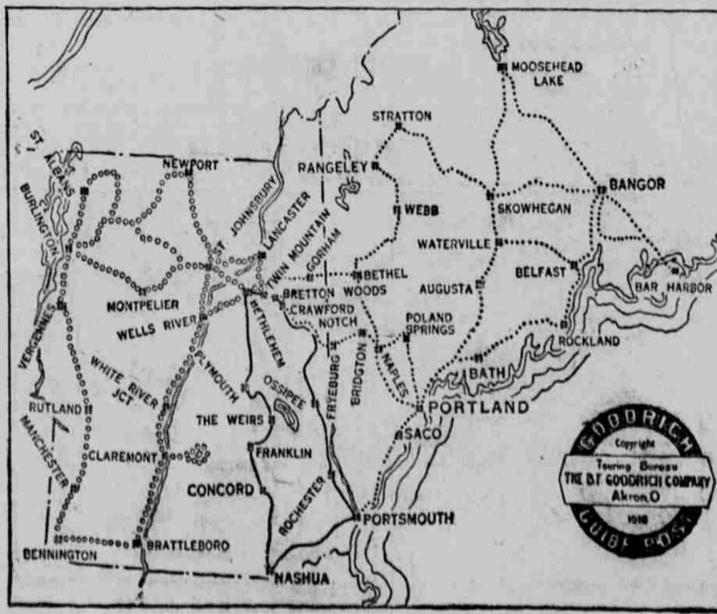
NEGLECTED OPPORTUNITIES

The car owner who never takes his
family or a party of congenial friends
on a week-end tour is a good deal like
the man who has a million dollars hid-
den in his back yard and thinks wealth
is merely a responsibility.

Don'ts For Motorists

Don't overcrowd your car.
Don't load up with supplies you
will not need.
Don't start with a car that is not
in first-class running condition.
Don't try to do the impossible.
Don't race with locomotives.
Don't fall to take an extra tire or
two along.
Don't disregard local regulations,
even if they seem unreasonable.
Don't neglect to prepare for rain
and cold.
Don't forget safety first, last and
always.

Three New England Motor Tours Every Section of Region Is Visited



* These are but a few of the many motoring tours that may be routed within these boundaries