EXPLOITS THE WEST
Southern Pacific Announces a New Co-operative Plan.

HELPS ADVERTISE CITIES

COMMUNITIES in the Pacific Northwestern will be marked by honoring
Publicity to Two New National Gazetteers.

Announcements have been made by the
Southern Pacific Railway for the inauguration of a Co-operative
Program of Publicity to two new National Gazetteers, and
its purpose is to give the people of the West a
broader and more complete knowledge of the
resources and possibilities of the Pacific Northwest.

The Western Gazetteers

The two new National Gazetteers that will be
published are the "Western Gazetteer of Oregon"
and the "Western Gazetteer of Washington." These
Gazetteers will provide information on the
resources, industries, and communities of the
Pacific Northwest, with special emphasis on
agriculture, forestry, mining, and natural
resources.

The "Western Gazetteer of Oregon"

The "Western Gazetteer of Oregon" will include
sections on the major cities and towns in Oregon,
as well as information on the
natural resources of the state, including
minerals, forests, and agricultural products.

The "Western Gazetteer of Washington"

The "Western Gazetteer of Washington" will
focus on the resources and communities of
Washington State, providing detailed information
on the state's major cities, natural resources,
and industries.

Promotion of the West

The promotion of the West is a key component of the
Southern Pacific's Co-operative Plan. The railway
believes that by providing accurate and comprehensive
information about the West, it can attract
more businesses and residents, and stimulate
economic growth in the region.

The Gazetteers are

The Gazetteers are expected to be
published in the near future, and
Southern Pacific will work with
local communities and
businesses to ensure that the
information is accurate and
up-to-date.

The railway will also promote
the Gazetteers through
advertisements in local newspapers
and other media outlets.

The Southern Pacific

The Southern Pacific Railway is a
major player in the Western
railroad industry, and its
Co-operative Plan is part of its
strategy to attract new customers
and boost business in the West.

For more information on the
Southern Pacific's Co-operative
Plan, visit their website or
contact their public relations team.