



From the Oregonian of January 16th 1908

EXPLOITS THE WEST

Southern Pacific Announces a New Co-operative Plan.

HELPS ADVERTISE CITIES

Communities in the Pacific Northwest Will Be Aided in Securing Publicity by Two New Railroad Bureaus

Announcement has been made by the passenger department of the Southern Pacific Company of a new and strikingly original plan to attract the attention of the world to the advantages of the Pacific Coast. The plan contemplates a large expenditure of money by the railroad for every community on the Coast which is willing to co-operate in the matter. The proposition is being made to the cities of the Pacific Northwest and has already been adopted by several of them.

Briefly, the idea is for the railroad to aid communities in publicity work. The railroad plans to concentrate the efforts of communities along distinct lines so that all question of satisfactory returns will be eliminated. So thoroughly is the passenger department convinced as to the feasibility and desirability of the plan which has been formulated that it is willing to back it up with an outlay of from possibly \$100,000 to \$200,000 in each instance. It is impossible, however, to estimate accurately the value of the services which the Southern Pacific Company offers in connection with this plan, which is the result of many years' experience in community advertising and a development of the co-operative features of the passenger department of the Southern Pacific Company with Western communities. It has been formulated in the belief that it solves many of the perplexing problems as to the wise expenditure of the publicity funds.

Experience proves that communities often make one of the following mistakes: First, that the literature that they present is unattractively gotten up; second, that the text is unconvincing; third, that the distribution of the booklets is poor; or, fourth, that the booklets are stored in the desks of business men until the information they contain is worthless. In order that the Southern Pacific Company might meet such conditions and co-operate with communities so that their publicity funds might be judiciously expended, the first problem to solve was in connection with the proper distribution of literature. For this purpose this company has organized two information bureaus: The Sunset Magazine Homesekers' Bureau of Information and the Sunset Magazine Travel Bureau of Information. As indicated, these bureaus will be conducted by the Sunset Magazine, and the Southern Pacific Company plans to make them the most complete bureaus of their kind in the country. Homesekers in every part of the world are to be given accurate information free of charge about any section in the West. This Homesekers' Bureau will also co-operate with communities in the distribution of literature, offices for which have been established in Portland, San Francisco and Los Angeles in connection with Sunset Magazine.

In addition to making a free distribution of literature and in aiding communities in getting into touch with inquiries

in reference to their particular sections, the new plan contemplates the preparation and publication of high-grade literature, for each community practically at the expense of the Southern Pacific Company. Writers of experience are to prepare the manuscripts for booklets absolutely free of charge to communities and it is expected that very effective arguments will be produced for the Pacific Northwest. These unusual features of the plan have been adopted because the Southern Pacific Company has found by long experience that poor literature is a waste of money.

Attractive booklets with editions varying from 20,000 to 100,000 copies or more will be gotten up by Sunset Magazine Homesekers' Bureau, which will make a distribution of the publications through five channels: First, to Pacific points covered by the Bureau. Literature of the Pacific Northwest points will be sent to Southern California and to San Francisco and there distributed through the various agencies of the Southern Pacific Company to homesekers in that section of the country. Second—Literature will be sent to names which have been furnished the Bureau by the allied Harriman Lines of people in the East who contemplate moving Westward. Such names, for example, have been furnished to the O. R. & N. Company by friends or relatives of such people in Oregon or Washington. Third—Literature will be sent to the principal cities of the country (such as Salt Lake City, Denver, Omaha, Kansas City, St. Louis, New Orleans, Chicago and New York) in which the Harriman Lines have representatives. There has been a continued demand for such literature from people living near the centers mentioned and who contemplate moving Westward. It is planned to place booklets of communities not only with the agents of the Harriman Lines in the larger towns, but also so that they shall reach and be distributed in the network of the smaller towns which are covered by the Harriman Lines. Fourth—Distribution of literature will be made to names that are secured as a result of a very extensive advertising campaign on the part of the Southern Pacific Company. Ordinarily the advertising fund at San Francisco and Portland amounts to over \$200,000 per year. As a result of this large expenditure of money the Southern Pacific Company receives thousands of inquiries, for specific information and it is to such names that the Pacific Coast booklets will be sent. Fifth—Distribution will be made to the representatives of the Harriman Lines in Europe, the headquarters of which are in Liverpool, England.

The Harriman Lines publish a magazine called "Abroad" simultaneously in Liverpool, London, Antwerp and Hamburg. This publication will co-operate with the new movement by the railroad and will reprint parts of the booklets that are issued by Western communities. The circulation of this magazine reaches a very desirable class of immigrants and it is expected that the distribution of the booklets and the publication of extracts in reference to the Pacific Coast and the Pacific Northwest will aid very materially in bringing to the Pacific Coast a large number of the desirable and much-needed farming class.

The Southern Pacific Company recently had its official photographer make a large number of views in Oregon. These views, supplemented with new ones taken from time to time, are to be used in connection with this publicity plan. Sunset Magazine is to be the official organ of the entire project and will be developed very materially along these lines. The aid that Sunset Magazine will render the movement is of an important character. For each community co-operating with the railroad, the magazine will have prepared and will publish free of charge a first-class article about the community. In short, the plan in its entirety contemplates thorough co-operation between the railroad and communities of the Coast for their upbuilding, and it is believed that it will do much toward accelerating the movement westward. The entire proposition, however, is contingent upon communities taking a page advertisement in Sunset Magazine for a year.

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OPPORTUNITY NOW KNOCKS AT THE DOORS OF WESTERN COMMUNITIES

THE announcement in The Oregonian of January 16, which is reproduced on this page, means an unparalleled opportunity to Western communities, and especially to those of Oregon, Washington and Idaho. Possibly no other plan could be offered which has in it such intrinsic elements of success. The tremendous facilities of the Southern Pacific Company and allied lines—to which the facilities of any other organization are not comparable—are now at the disposal of communities with an attendant liberality of co-operation by the railroad which has never been equaled heretofore in the history of publicity work.

Not only has the plan "been formulated in the belief that it solves many of the perplexing problems as to the wise expenditure of publicity funds," but it offers single communities and even states an exceptional chance to "get together," and bring to this section such an influx of needed people that every form of industry will receive a marked impetus.

The plan is a radical departure from anything that has been attempted heretofore by any railroad company. It is based upon mutual co-operation, and it should interest in a vital way every community which is in earnest about aiding the movement Westward. Owing to crops, climatic and other conditions, 1908 offers a greater opportunity to the West in this connection than ever before.

WRITE FOR FULL PARTICULARS OF THE REMARKABLE SUNSET PROPOSITION. ADDRESS

SUNSET MAGAZINE

HOMESEEKERS' BUREAU } 508 Wells Fargo Building
Northwestern Department } PORTLAND - OREGON