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FOR A GREATER OREGON

THE publicity plan of the Passenger Department of the Southern Pacific Company and related lines, as executed by the Sunset Magazine Homeseekers' Bureau, is acknowledged to be the most thorough and effective plan for community publicity which could be devised. It is unquestionably doing a great work for Oregon and the Pacific Northwest, and through the extensive facilities of the interested railroads and their extraordinary liberality, not only in the co-operative features of the plan, but chiefly in the large sums that the railroads are spending for each community that adopts the proposition—communities are assured **RESULTS** that have heretofore been impossible. So successful has the plan already proven, and so enthusiastic are all communities that have adopted it, that it is, perhaps, not too much to say that Oregon will do more development work this year and get greater results than ever before in its history. This plan has been formulated in Oregon and applied first to this State.

The proposition embodies sixteen important points, and it has never been submitted to a community in its entirety and rejected. It assures communities a perfect campaign, based upon nearly fifty (50) years' experience in publicity work by railroad men and advertising experts. We believe that no community in earnest about results and not willing to do unnecessary experimentation with publicity funds, can afford to adopt any other plan without first considering what the great facilities of the Harriman Lines can and will do for communities through the agency of the Sunset Magazine Homeseekers' Bureau.

Below we give the communities that have adopted the proposition to date. In every instance, the plan has been taken up by these communities with practical unanimity, and in every case more will be done for these communities than is provided for in the contract. The spirit behind the contract is mutual co-operation for the upbuilding of Oregon and the West. The list follows:

ASHLAND—is located at the southern end of the famous Rogue River Valley, which, in 1907, broke all records for the production of fine fruit. Ashland adopted this publicity plan after careful consideration and with practical unanimity.

MEDFORD—located in the heart of the Rogue River Valley, is the pioneer in the adoption of this community proposition, and it has secured extraordinary results from it.

GRANTS PASS—at the northern end of the Rogue River Valley, adopted the plan unanimously. This plan will give the Rogue River Valley more publicity during the year than possibly any other section of equal area on the Pacific Coast will secure.

ROSEBURG—the gem of the Umpqua Valley, closed its business houses for one hour to hear the plan and adopted same unanimously.

ALBANY—in the heart of the Willamette Valley, raised a large sum for publicity, and its first move was to adopt with enthusiasm and unanimity this community proposition.

SALEM—"the Cherry City of the World," adopted the plan without a dissenting voice.

LINCOLN COUNTY—Newport, Toledo and other communities of this county gladly adopted the plan, and raised the amount necessary with great facility.

YAMHILL COUNTY—was impressed with the possibilities in the plan, and adopted same unanimously and as a first move in an extensive publicity campaign.

OAKLAND, (OR.)—has just come into line, and will receive the full support of this extensive plan.

In addition to these communities, this plan has also been adopted by **VANCOUVER, DAYTON, WAITSBURG** and **CLARKSTON**, Washington, and **LEWISTON** and **BOISE**, Idaho.

Oregon and Opportunity

VICE-PRESIDENT FAIRBANKS, on a recent trip to the West, termed Oregon "The Land of Opportunity." The climatic conditions that characterize the State, the fertility of its soil, its deposits of precious metals, its magnificent forests, its immense water power that can be made available, its proximity to the Orient, and the vast possibilities which will be opened for it by irrigation, make those who have given the matter even a superficial consideration enthusiastic as to the future of this great State, and prove the above characterization a mild expression. The "chief theater of events in the world's great hereafter" is to be on the shores and islands of the Pacific. Oregon is one of the states that is thus placed in a position of extraordinary strategic importance. On account of this, it teems with opportunities for energetic, progressive men, and every consideration points to a very rapid increase during the next few years in the population of the State. It is one of the few sections of America that represents a virgin field of wonderful possibilities for men and capital.

The interest of the Southern Pacific Company, the Oregon Railroad & Navigation Company, and related lines, in the upbuilding of Oregon and the West is the reason for the adoption of the plan for community publicity which is mentioned on this page. This form of publicity has never been undertaken heretofore in the history of publicity work for railroads or communities, and the reception which the plan has received and the results which it has already accomplished, warrant us in believing that it is and will continue to be a pronounced success.

Wm. M. Keenan

General Passenger Agent, O. R. & N. Co. and S. P. Lines (in Oregon)

Upon request a special representative will be glad to address any regular or special meeting of a commercial organization in regard to the details of the plan. Address Sunset Magazine Homeseekers' Bureau, Wells-Fargo Building, Portland, Oregon.

PASSENGER DEPARTMENT
SOUTHERN PACIFIC CO.
OREGON R.R. & NAVIGATION CO
AND RELATED LINES

