

# THE CALL of the WEST



## PEOPLE of the PACIFIC NORTHWEST LISTEN!

### The Community Publicity Plan

of the Sunset Magazine Homeseekers' Bureau, in co-operation with the Passenger Departments of the Southern Pacific Company and the Oregon Railroad & Navigation Company, is attracting attention throughout the entire country. It offers communities an opportunity to secure result-producing publicity at the lowest possible cost. Every facility is rendered communities in order that their advantages and opportunities may be brought effectively before the world. The communities that have adopted this proposition to date are as follows:

- MEDFORD, OREGON**  
Medford Commercial Club, A. H. Miller, Secretary.
- GRANTS PASS, OREGON**  
Grants Pass Commercial Club, H. L. Andrews, Sec.
- ASHLAND, OREGON**  
Ashland Commercial Club, F. M. DuBois, Sec.
- ROSEBURG, OREGON**  
Roseburg Commercial Club, J. D. Zurecher, Mgr.
- OAKLAND, OREGON**  
Oakland Development League, Lynn Caton, Sec.
- ALBANY, OREGON**  
Albany Commercial Club, B. I. Dasent, Mgr.
- SALEM, OREGON**  
Salem Board of Trade, A. F. Hofer, Sec.

You know of the great resources and unparalleled opportunities of this section. You know that, all things considered, no other region offers quite the same inducements to homeseekers. Climate, beauty of scenery, the storehouses of mineral wealth, the fertility and wonderful adaptability of the soil for various forms of horticulture and agriculture, have combined to make here a region of wonderful possibilities. But, the Pacific Northwest has one great need—PEOPLE! This one word touches the keynote of needed development in every form of industry, from the farm to the factory. In fact, we have everything but people—people who will aid with brain and brawn and money in the development of the resources of this great Empire.

There is now a chance, as perhaps never before, to induce settlement in the Pacific Northwest. Oregon and her sister states are issuing immense quantities of literature describing the possibilities for the homeseeker who is looking for a larger opportunity and whose eyes are turned Westward. Seventeen communities have adopted the publicity plan of the Sunset Magazine Homeseekers Bureau, and are making their possibilities known throughout the length and breadth of the land. Through this agency, millions of copies of literature will be sent to homeseekers. The work of spreading information is being done. What is needed is the personal element, and that must be left to those who are vitally interested in the development of this section, and who will take the time to write to friends or relatives during the next two months and urge them to take advantage of the low

## COLONIST RATES

These rates are made by the Oregon Railroad & Navigation Company, jointly with its associated lines, the Oregon Short Line, the Union Pacific and the Southern Pacific, for the purpose of inducing settlement in this section. They go into effect September 1, and will continue during September and October. From the principal cities of the Middle West the rates will be as follows:

From Chicago .....	\$38.00	Kansas City .....	\$30.00	Omaha .....	\$30.00
St. Louis .....	\$35.50	Council Bluffs .....	\$30.00	St. Paul .....	\$30.00

Corresponding rates from all other Eastern points, and stopovers at all points in Oregon, Washington or Idaho. In order to attract further attention to the colonist rates, there are being published, in connection with Sunset Magazine Homeseekers' Bureau, upwards of 200,000 copies of folders for the communities mentioned on this page. These folders name colonist rates to the community, and give carefully prepared information regarding it. Copies can be secured from the secretary of the organization, or from the railroad company. In connection with these colonist rates, and in the added interest regarding the Pacific Northwest, there is offered a great opportunity for these communities to secure more people and thereby further their own progress and prosperity. This is a direct personal appeal to every individual in these states to help himself. One of the most important phases of this opportunity is that

## FARES CAN BE PREPAID

In other words, if you have a friend or relative in the East whom you wish to bring West, you can deposit the amount of the fare with the agent of the railroad company, who will telegraph the ticket to the person coming West. This is a great convenience, and should be extensively taken advantage of during September and October. For further information about the colonist rates, or for literature on Oregon or the Pacific Northwest, address the

- LINCOLN COUNTY, ORE.**  
Newport Commercial Club, H. F. Jenkins, Sec.  
Toledo Commercial Club, C. B. Crosno, Sec.
  - YAMHILL COUNTY, ORE.**  
Yamhill County Development League, M. O. Lowndale, Pres. and Mgr., LaFayette, Or.
  - WASHINGTON CO., ORE.**  
Washington County Development League, W. H. Hollis, Pres., Forest Grove.
  - COLUMBIA COUNTY, ORE.**  
Columbia County Development League, J. B. E. Bourne, Pres., Rainier, Ore.
  - VANCOUVER, WASH.**  
Columbia Club, H. S. Bartow, Sec.
  - UMATILLA COUNTY, ORE.**  
Umatilla County Publicity Committee, J. H. Gwinn, Sec., Pendleton, Ore.
  - ELGIN, OREGON**  
Elgin Commercial Club, L. B. Tuttle, Sec.
  - DAYTON, WASHINGTON**  
Booster Club, F. C. Hindle, Pres.
  - WAITSBURG, WASHINGTON**  
Improvement Club, J. H. Morrow, Pres.
  - BOISE, IDAHO**  
Boise Commercial Club, Reiley Atkinson, Sec.
  - KLAMATH FALLS, OREGON**  
Klamath Falls Commercial Club.
- The above-mentioned organizations will be glad to furnish free detailed information and literature to any desiring same.

Passenger Department  
SOUTHERN PACIFIC COMPANY  
OREGON RAILROAD & NAVIGATION CO.  
(SUNSET MAGAZINE HOMESEEKERS BUREAU)

WELLS FARGO BUILDING PORTLAND, OREGON.