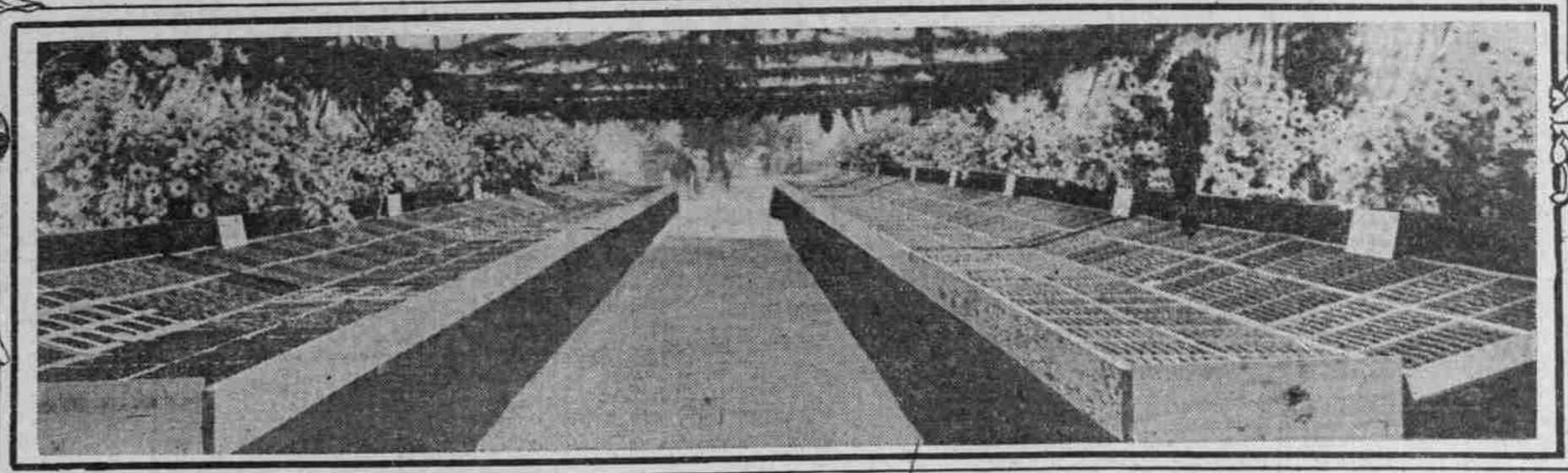
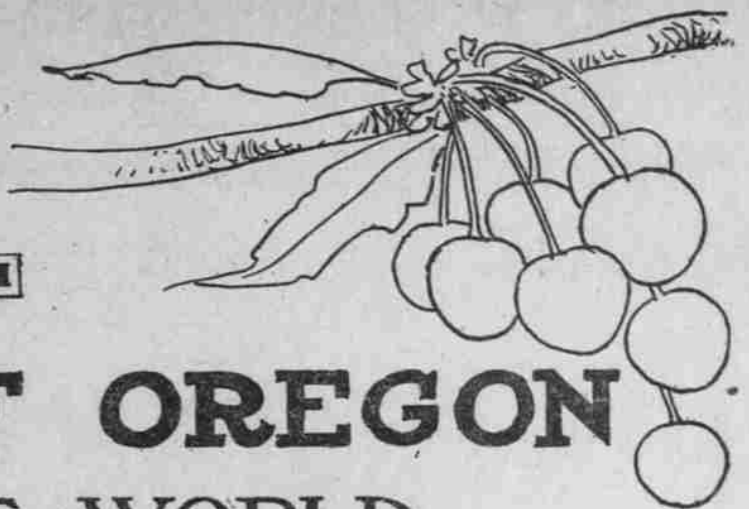


SALEM

THE CAPITAL CITY OF OREGON

CHERRY CITY OF THE WORLD.



CHERRIES GROWN NEAR SALEM

A VIEW OF THE ANNUAL CHERRY FAIR AT SALEM



ALEM is the second city in Oregon, the capital of the state, and "the cherry city of the world." Salem is the county seat of Marion County, and it is rapidly being recognized as one of the best business and home cities of its size on the Pacific Coast. It could not fairly be compared with cities of its size on the Atlantic Coast, for the climatic conditions here place it in a far superior class. It is surrounded for 20 miles in every direction with the most fertile farms and the richest fruit and agricultural country anywhere known. Geographically, it is located 52 miles south of Portland. It is reached by the through lines of the great Southern Pacific system, by steamboat lines, and by the new Oregon Electric. Thus it will be seen that Salem is a strong center politically, from the point of productivity, geographically, and in the matter of transportation. The great grain crops, fruit products, hop, stock, dairy and food products of this richest of valleys are largely marketed at Salem, and

by ample transportation facilities find their way to all parts of the world. Few cities are more attractive and promising. It is evenly laid out on a site that is only slightly undulating, and its builders were far-sighted enough to provide 100-foot streets for all the principal highways. These streets are now nearly all lined with beautiful shade trees.

On several of the large public plazas are established the handsome government buildings, both Federal and State. The Capitol is a million-dollar structure; the Courthouse cost \$132,000, the City Hall \$80,000, and the Federal building \$110,000. Thirty well-maintained churches, a \$70,000 high school and five graded schools give eloquent testimony of the city's religious and educational standing. There are also a University, Normal Schools and business colleges.

From an industrial point, which appeals more strongly than all others to the homebuilder, Salem presents an unusually promising future. Its monthly payroll at the present time, from the public service alone, exceeds \$100,000. Add to this the large interests centering in this particular locality and a permanently healthy tone is assured to the city's commerce. Its hop industry exceeds three and a half million dollars annually.

It is the center of the prune industry of the state and controls 90 per cent of its entire output. Next to hops, the prune crop is the largest item of export. Fifteen million pounds were packed and shipped in 1907, many carloads going to Europe.

Cherries, the abundance and magnificence of which earned for Salem the name of "Cherry City," bestowed by the Pacific Coast Nurserymen's Association, take high rank in its industrial life. The soil and climate are peculiarly adapted to this fruit, and the annual output reaches an amazing figure. But it is by no means a one-fruit region. Plums, peaches, pears, apples, raspberries, strawberries and smaller fruits take high rank in State and Coast exhibits and are the possessors of many trophies.

A mild climate, together with the wonderful wealth of forage crops, has given great stimulus to the livestock and dairying industries, which are capable of profitable growth to almost any limit.

These same conditions also make poultry-raising in this part of Oregon a very agreeable and profitable business. Aside from the insect pests with which poultry is infested everywhere, and which is easily remedied, there are practically no diseases with which to contend. Fowls mature quickly, and the very short season of cool weather enables fowls to lay the maximum number of eggs. The best of markets are afforded poultry producers in the four large cities of the Northwest, aside from the demands of the ships and the great North Country.

1908 has been one of Salem's best years of growth and has added several hundred new families. Besides this, scores upon scores of new farm homes have been established, chiefly in the fruit districts, of five and ten-acre tracts, in the suburbs, on electric line, or along the magnificent outlying rock-paved roads. The occupation of growing fruits of all kinds and living in the delightful suburban homes made thereby, has attracted hundreds of families, until the surrounding country is almost one continuous scene of village life.

The moral and educational advantages of Salem are equal to those of any place of its size in the world, and in this Salem far exceeds the great majority of communities.

Now is a splendid time to take steps toward securing a home, a business, or a farm in this fascinating and thriving community. Persons wishing more definite information can obtain booklets, maps, statements of fact, and other information on a variety of topics, by addressing the Salem Board of Trade at Salem, Oregon.



ALEM is one of twenty-seven communities that have adopted the SUNSET PLAN for community publicity, which, among other features, calls for an advertisement in Sunset Magazine.

It is a demonstrated fact that, as a straightforward, cold-blooded business proposition, no Western community that wishes to avoid unnecessary and wasteful experimentation with publicity funds can afford to neglect the opportunity presented through an advertisement in Sunset Magazine. This is equally true of land companies, hotels and all Western concerns which have high-class propositions to exploit. This is not guesswork or anybody's "say-so." It is a fact based upon experience—experience extending over ten years—experience of communities, land companies, hotels, etc. If it were not so, Sunset would not be carrying more Western community and more Western hotel advertising than any other publication in the world. But Sunset DOES carry this advertising—and every time, without exception, "the proof of the pudding is in the eating of it."

Every community, every land company, every hotel, every business man that has any high-class proposition to bring before the East or the West, is vitally interested in SUNSET. To these SUNSET spells OPPORTUNITY. Now is the time to act, because every indication points to a great influx of people to the Pacific Northwest this year. Sunset is the advertiser's BAND WAGON, and the wise community or hotel or land company will climb in NOW when big results can be obtained.

There is no other medium so well suited for the purpose of producing results for the Western advertiser as SUNSET. WHY? BECAUSE whenever information is wanted about the West, one instinctively looks to Sunset Magazine—the acknowledged mouthpiece all over the world of the great West. Sunset has the largest circulation, without exception, of any Western periodical, and it is increasing its circulation at a very rapid rate. The high character and wide extent of its circulation are amply shown through the extraordinary results which Sunset has brought to communities in the Pacific Northwest which are advertising in its columns. In fact, so great have been the results from this advertising that it is impossible to estimate the immense good that has resulted to this section at large and to communities in particular.

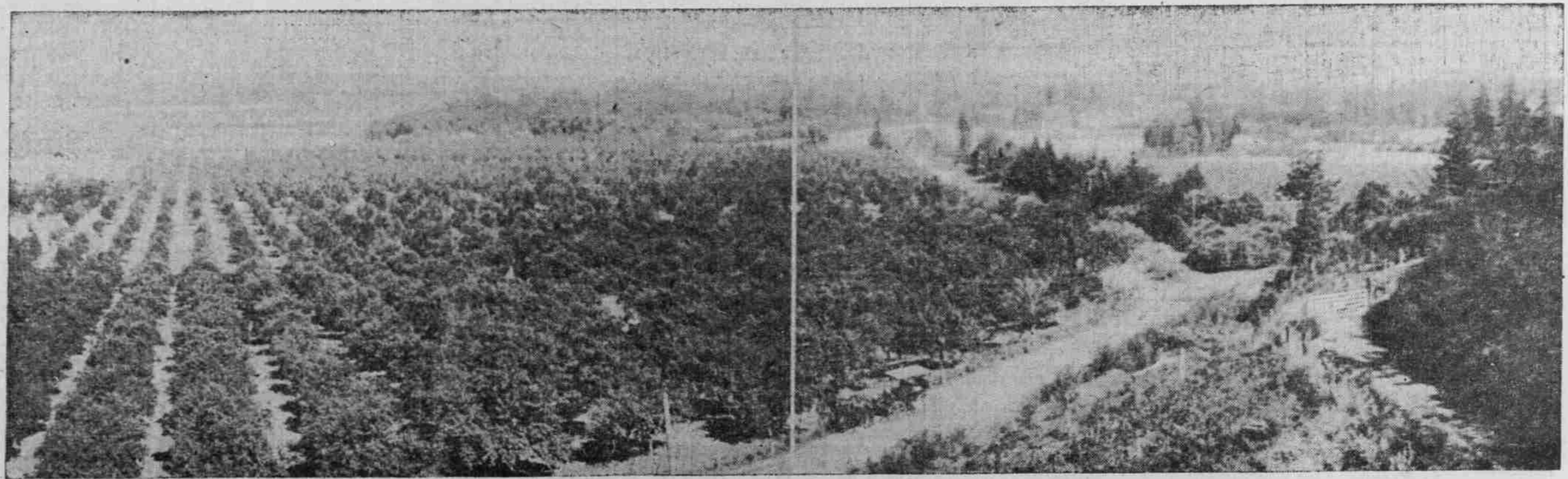


The Capitol Building at Salem.

Opportunity is knocking NOW, and Sunset "Points the Way." Write for rates. Forms for April close March 5. Address

SUNSET MAGAZINE

WELLS-FARGO BUILDING, PORTLAND, OREGON



View of a Splendid Orchard Near Salem That Is Doing Much to Bring Oregon's Fruit Before the World.