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[Apr 48]

**Sunset**

The Magazine of Western Living

LANE PUBLISHING CO. 576 SACRAMENTO ST. SAN FRANCISCO 11

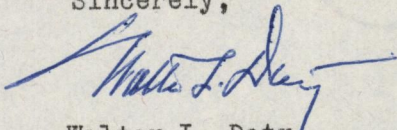
MEMORANDUM

To the Editor:

Here's an advance proof of the lead story in the May SUNSET. Thought you might see it as a West-grows-up story. Western living is much more than a phrase when it can build a sectional magazine as strong as SUNSET.

May issue reaches its readers April 25.

Sincerely,



Walter L. Doty  
Editor





# Sunset

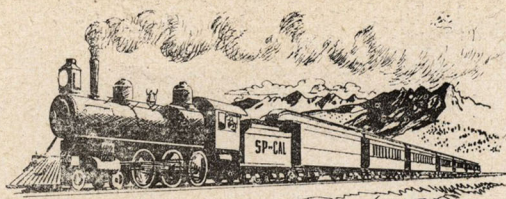
THE MAGAZINE OF WESTERN LIVING  
MAY 1948

## Our first fifty years

**MAY, 1898** The year 1898 was a golden year. News of the Alaska Gold Rush overshadowed the fiftieth anniversary of the discovery of gold in California. And quietly a magazine was born whose golden anniversary we celebrate today.

The West was beginning to discover itself—to see a future much broader than gold. Men were implementing their vision of a great Western empire with steel rails. They were building far beyond the still modest needs of the 3,000,000 people who then lived west of the Rockies.

In May, 1898, part of their enthusiasm crept into print in the first issue of *Sunset Magazine*, a 16-page pamphlet, distributed free to a few thousand people.



**1898-1914** The Southern Pacific Railroad founded *Sunset*. Under railroad ownership, *Sunset* was a magazine about the West, edited primarily for easterners.

Its frank purpose was to promote and glorify the West, in an effort to persuade easterners to visit and colonize the thinly settled region served by the railroad.

In 1912, when the *Pacific Monthly* (founded in 1898 in Portland, Oregon) was purchased and consolidated with *Sunset*, the magazine became more truly representative of the whole Pacific Coast.

During the 1898-1914 period, *Sunset's* editors did a good job. Under Southern Pacific's sponsorship, *Sunset* filled a vital Western need and served its purpose well. It pioneered the promotional job which Western transportation companies and communities invested millions of dollars in carrying on.

**1914-1929** In 1914, Southern Pacific sold *Sunset*, lock, stock, and barrel, to Woodhead, Field & Company. Since that time the railroad has had neither financial nor managerial interest in the magazine.

The new owners set a wider editorial scope for *Sunset*. Calling it "The West's Great National Magazine," they added fiction and biographical sketches, and crusaded edi-



torially for and against various causes.

The magazine continued to picture the attractions and resources of "The Wonderland Beyond the Rockies."

But *Sunset* still promoted the West with an eye toward the East. It was still a magazine about the West.



**1929-1948** In the fall of 1928, *Sunset Magazine* and all the assets of the old corporation were purchased by the present owner, Lane Publishing Co.

The first issue under the new ownership was February, 1929. With that issue, a completely new editorial policy was born. *Sunset* became a magazine for the West, instead of about the West.

The reason for the change was this:

We recognized that Western living differed from the national pattern in four important ways:

Western climate called for changes in gardening methods. The possibilities in outdoor living, the many scenic views forced changes in architectural thinking. Western travel and recreation were as much a part of everyday living as the garden. Many Western foods and many dishes peculiar to the West were not discussed in any published material.

The four special interests which made Western living different became the foundation of *Sunset's* new editorial policy. With a few minor exceptions, *Sunset's* editorial content was restricted to Western travel and outdoor recreation, Western home building and furnishing, Western food and its preparation, Western gardening and landscaping. Such specialized information about the West is not carried in any quantity in any other magazine.

Since February, 1929, there has been no change in this editorial policy.

*Sunset*, serving interests exclusive to its

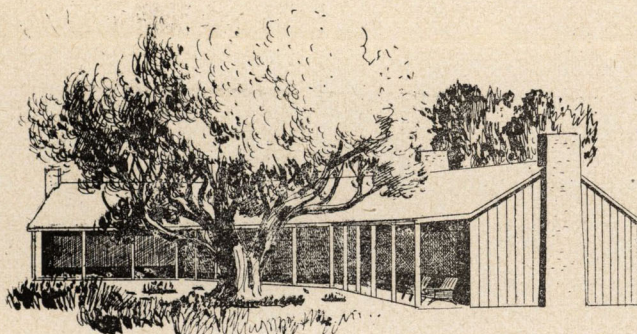
territory, duplicates no other magazine. *Sunset*, "The Magazine of Western Living," supplements other magazines—competes with none.

*Sunset* differs from most other magazines in another important respect. It is entirely staff written. Experts in all phases of Western Living collaborate to give the latest and most authoritative information. From the experiences of *Sunset* readers this staff selects examples of successful solutions to problems in Western Living, then analyzes and presents these ideas in the clearest possible manner.

Staff writing boils down information, eliminates unnecessary fluff. *Sunset's* first staff-written issue contained one-third more factual, how-to-do-it helps in Western Living than any previous issue edited by the author-byline method.

Staff writing makes for more thorough analysis. Not one, but a dozen expert opinions can be weighed in one article.

Another unique feature—*Sunset* is published in three separate editions each month—Northern, Central, and Southern—one for each of the three major climatic zones of the Pacific West. Editorial material is localized for each zone when special information is required.

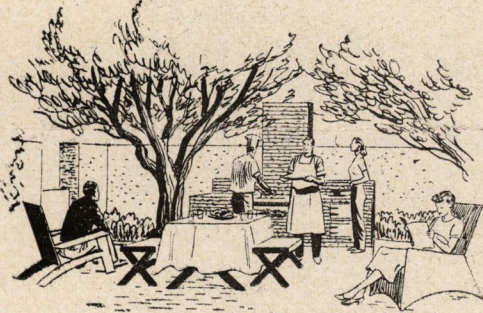


**MAY, 1948** Fifty years have passed since the first issue of *Sunset*. In those 50 years, *Sunset* has appeared every month without interruption—a record unduplicated among sectional magazines.

The West has grown strong in 50 years—and so has *Sunset*.

Today, *Sunset Magazine* is purchased by nearly 450,000 Western families. It is read each month by over a million persons.

*Sunset* has grown strong in advertising, too. In fact, advertising is an essential part of *Sunset*, since editorial and advertising work together to help the reader.



Our editorial pages carry the idea for better Western Living, tell how-to-do-it. The advertising pages show what-to-do-it-with. Thus, advertising assumes unusual importance to *Sunset* readers, and advertisers can talk a different language to them. High pressure and ballyhoo are unnecessary. Informative advertising—advertising in terms of the use of the product or service by intelligent Western families is unusually effective in *Sunset*.

The fact that editorial ideas and advertising ideas have a common purpose in *Sunset*, places

a responsibility upon the magazine which we recognize.

We attempt to screen out of *Sunset* all questionable advertising, whether questionable in taste or in its truthfulness in fact or implication.

This year *Sunset* will receive from subscribers and advertisers nearly \$2,000,000, which will be reinvested in personnel, research, photographs, editorial ideas, printing, paper, and a thousand and one small purchases which are necessary to render the service of a Magazine of Western Living.

Lane Publishing Co., sole owner of *Sunset*, is owned and controlled within the organization by people whose only interest is to strengthen and expand the value of the magazine to its readers and advertisers.

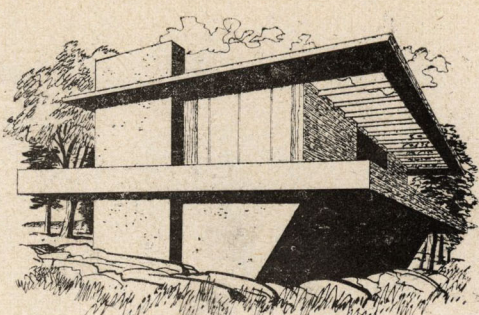
**THE NEXT 50 YEARS** *Sunset* is a completely Western publication. It is published in San Francisco and printed in Los Angeles, on paper made in Oregon from pulpwood grown in Oregon and Washington. We do not expect to expand outside our territory, which is the West.

In the years ahead we hope to improve progressively our service to our subscribers and advertisers.

But progress will be within the present framework, based on the present formula. We want a magazine for the West that's better, not bigger. We are striving for quality, not size.

We believe *Sunset* has been and is a constructive and helpful influence in the development of Western homes and Western home life.

We hope to keep it in the foreground as The Magazine of Western Living.



*L. W. Lane*  
Publisher