More Than Double the Circulation of Any Other Daily Paper in the State.

THE SEATTLE POST-INTELLIGENCER.

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SEATTLE, WASHINGTON, SATURDAY, NOVEMBER 6, 1897.—PAGES 9 TO 12.

SEATTLE BEFORE THE WHOLE WORLD.

The Post-Intelligencer Sent the Special Klondike Edition to the Newspapers and They Advertised the City Liberally in Their Columns.

GREAT NORTHERN RAILWAY—TRAFFIC DEPARTMENT.
ST. PAUL, Oct. 21, 1897.

Mr. R. C. Stevens,
G. W. P. A., Seattle.

Dear Sir:

We are in receipt of the copies Post-Intelligencer Klondike Edition, sent us by the Seattle Chamber of Commerce. It will give us much pleasure to make prompt distribution of these, and see that our Eastern Agencies make the best possible use of them. Your city shows most commendable enterprise and ambition, and the result must be certain and gratifying.

Yours truly,
F. I. WHITNEY,
G. P. & T. A.

There have been grand returns from the distribution of the special Klondike edition of the Post-Intelligencer. The paper was sent to mayors, governors, consuls, postmasters and editors among others, but to the editors of the United States in particular is the Post-Intelligencer indebted for kind notices. If there is any class of men and women on the globe who appreciate a good thing when they see it, it is the newspaper editors, and when the American editors saw the special Klondike edition they recognized its truthfulness and merit, and told their readers to get a copy. The fact that every mail to this day is filled with requests for the special Klondike edition is proof that their advice was accepted and that only a small part of what the Klondike gold fields will do for this country is as yet appreciated.

The Post-Intelligencer has heretofore reproduced many of the notices of the American press, and here calls attention to a few more that have found their way to this office. In all the spirit of frankness and good will toward Seattle, the Gateway city to the Klondike gold fields, is so apparent that the Post-Intelligencer is glad to take this means of returning sincere thanks.

Many of the papers have used the materials of the special edition for large writeups of the Klondike, how to get there and where to outfit, in which Seattle naturally appeared prominent. These writeups, however, are all too long for reproduction and no attempt is made here to do so. It would require another special edition to accomodate them with the space. There were also many editors who used the information as the subject for editorials. Among these was the Amesbury, Mass., Daily News, a bright newspaper, with a circulation of over 20,000 copies daily. The Daily News said:

"Seattle, Washington, is receiving a great boom from the opening up of the Klondike gold fields. Its leading paper, the Seattle Post-Intelligencer, has just issued a special Klondike edition, full of information in regard to reaching the gold fields, and the position that Seattle holds in connection with them. In speaking of the benefit Seattle has received from the movement, it says: The sudden increase in business in Seattle during 1897 was one of the marvels of the country. As if in a day, merchants who had been doing only an ordinary business were confronted with a trade that tried their enterprise. It was so great that after every clerk who could work to even half advantage was employed, the doors often had to be locked to keep the crowds out while the orders were being filled. Orders were given merchants to fill without prices being furnished, but honesty ruled and the miners were more than pleased with Seattle's low, honest prices. In fourteen days after the arrival of the Portland in July, goods to prospectors alone had been sold amounting to $325,000. Naturally at that time this unexpected rush was not any easy thing for the merchants to handle. It came without warning. To be sure they had always carried large supplies of goods peculiarly adapted to the Arctic climate, and the early winter stories of the problematical riches of the Klondike had caused many to largely increase their usual stock in anticipation of a spring rush; but it is not overstating the fact to say that the merchants were fairly 'lifted off their feet' by the rush trade that overwhelmed them almost as soon as the reports of the riches brought down from the Klondike by the steamships Excelsior and Portland had been made public. No sooner had the rush appeared, however, than orders were placed by telegraph for big stocks, and before the big rush was fairly on new goods were coming into Seattle by the carload. It is estimated by the Post-Intelligencer that 8,000 people were outfitted for Klondike during this year, and that from 10,000 to 20,000 who desire to go to Alaska next spring will winter there, 5,000 of whom are now in the city. No wonder the city booms. Would that all of the cities of 65,000 inhabitants in this country had such good prospects as Seattle."

The Florida Philosopher, published at Crescent City, Fla., also says editorially:

"We received a special Klondike edition of the Seattle Post-Intelligencer, published at Seattle, Wash., last week. It is replete with interesting information about the Klondike gold region and the routes to the now famous section. Seattle merchants are well able to supply miners with outfits, as it is right on the main route to Alaska and the gold fields, and the principal Alaskan steamers sail from that port. Seattle is a city of 65,000 to 70,000 inhabitants, and is the terminus of three transcontinental railways. Over 8,000 miners and prospectors have this year gone to the gold fields via Seattle, nearly all of whom bought their outfits in that city, expending therefor over $2,500,000.

"The Klondike excitement has somewhat subsided for the present, as travel thitherward has stopped for the season—it is getting too cold to make the trip now to the Arctic circle. Next spring a great rush is anticipated, and the steamship companies are getting ready for it. If you have robust health and are able to endure intense cold and hardships, probably you may secure wealth by two or three years' hard work in the Klondike country, but if in doubtful health you had better stay at home. There are three routes to the Klondike, and Seattle, Wash., is probably the best point to start from. Steamers also leave San Francisco for Alaska. To reach either city you must cross the continent on one of the Pacific railways, and then you will be only about 3,000 miles on the way. At Seattle you can take a steamer to either Skaguay or Dyea if you want to go overland in Alaska. Skaguay is at the entrance of White pass, and Dyea is the gateway to Chilkoot pass. These are the most difficult routes, but much shorter than the all water route from Seattle or San Francisco to St. Michael, Alaska, and thence up the Yukon river to Dawson, although the latter route is easier."

The Walnut Advance, after reading the Seattle Post-Intelligencer special Klondike edition, had several paragraphs, among which were these:

"Seattle, Wash., is called the Gateway City of the Klondike gold fields."

"Out in the state of Washington, when the question 'are you going?' is asked, it means 'are you going to the gold fields of the Klondike?'"

"Eight thousand passengers are reported to have left port at Seattle, Wash., for the gold fields of the Klondike this year, and it is thought that the number will be greatly increased next year."

After reading the special edition the editor of the Portland Evening Tribune said:

"It must be conceded that in the coming rush of people and goods to the North, and the immense trade that is to be transacted with that country, Seattle has a considerable geographical advantage over Portland. In transportation facilities eastward they stand on practically even ground, and in capital and stocks of goods, Portland has the best of its rival.

"In another very important respect Seattle has hitherto been greatly our superior; that is in the vigorous, pushing enterprise of its business men. Portland men are waking up, and it is to be hoped the spirit of enterprise already awakened will become intensified, and extend and deepen its influence until all the business enterprises are aflame therewith. That is the one great thing needful in order to overcome or counterbalance Seattle's geographical advantage, and secure Portland's share of this great traffic.

"Portland is even yet, as compared with Seattle or Spokane, a dull, 'dead' town. Of course it is much larger, and does a larger local business than both of them together, and an enlivenment doesn't make so much of a showing here; yet it has scarcely stirred itself yet.

"Now, if ever, is Portland's time to 'hustle.'"

Among the other notices to which the attention of the Post-Intelligencer has been called are the following:

It Was a Hummer.

Skagit New-Herald.

That special Klondike edition of the Post-Intelligencer was a hummer. People who condemn the leading daily of Washington have to concede that when it comes to enterprise the P.-I. runs neck and neck with the Eastern dailies.

Is Deserving of Credit.

West Coast Populist.

Credit to whom credit is due. The Post-Intelligencer deserves great credit for the distribution of its Klondike edition throughout so vast a portion not only of the United States but of the world. It has done a work for Seattle worthy of the opportunity. We have no political sympathy or affinity with the Post-Intelligencer or the political principles that it has always contended for, but are willing to give it full credit for this service in the interests of the city of Seattle. There is one thing further we can say for the Post-Intelligencer truthfully, that although it is a large daily paper fairly ranking with the metropolitan journals of the country, it has not undertaken to lord it over the struggling weekly papers of its own city or to sneer at them as mere pretexts of journalism. The Post-Intelligencer well understands from the Cedar river water fight the power and influence of the weekly press of this city when arrayed against the more powerful daily papers and is big enough not to sneer at them or attempt to treat them with contempt.

Full of Valuable Information.

Drayton, N. Dak., Echo.

The Seattle Post-Intelligencer has issued a very complete special edition full of valuable information regarding the Yukon gold fields, showing the several routes leading to same, list of supplies necesary to take, their cost, and answering the scores of questions usually asked concerning the country, climate, gold mining, transportation, etc. The Echo has received a copy of same.

Is Convincing.

Petaluma, Cal., Budget.

The Seattle Post-Intelligencer has issued a Klondike edition which is a credit even to that big office and enterprising management. The paper is full of information about the Klondike country, the ways of getting there, the outfits necessary and other pointers for prospective gold hunters. There is also a lot about the advantages of Seattle as an outfitting port for Alaska, and the statements are made in a most convincing manner.

Can Find Lots of Information.

Buchanan, Mich., Record.

The Seattle Post-Intelligencer published an eight-page special "Klondike Edition" last Wednesday, and if any of our readers would like to "post up" on Klondike they can find lots of information in this issue.

It Is a Valuable Number.

Dayton, Or., Herald.

The Seattle Post-Intelligencer of October 13 is a special Klondike edition. It is filled with information regarding Klondike, and tells how to get there. It is a valuable number to those who contemplate going to the Alaska gold fields, of which there are several maps. The Post-Intelligencer says that 8,000 people outfitted and left that city for Klondike during 1897. This, it says, is three-fourths of all the people going to Alaska.

Is Up to Date.

White Sulphur Springs, Mont., Husbandman.

We are indebted to the Seattle Post-Intelligencer for a copy of their Klondike edition. It is up-to-date and should be in the hands of every one contemplating a trip to the gold north land. The journal has splendid facilities for information from this region, and is just the paper to take to get the latest news of the new finds.

Does Not Expect to Go.

Las Vegas, N. M., Daily Optic.

This office is in receipt of the special Klondike edition of the Seattle, Wash., Post-Intelligencer, a very enterprising and creditable issue of the paper, indeed. No use for it, though.

Vast Amount of Information.

Randolph, Utah, Round-Up.

The Seattle Post-Intelligencer got out a special Klondike edition on October 13. It contains a vast amount of information concerning the gold fields of that region, how to get there, what to take, how to get it, and other information.

North America Is Interested.

Stanwood Press.

Last week the Post-Intelligencer issued a special Klondike edition, devoted solely to the Klondike and the way to get there, which is, of course, in the direction of the north pole, we beg to say we are all right and desire to be permitted to remain where, winter and summer, we may keep comfortable and grow rich if we have the energy, economy and business judgment to do it. Thanks for the copy of the Post-Intelligencer.

Welcome to Read It.

Perris, Cal., New Era.

The Seattle Post-Intelligencer of October 13 reached our table on Monday, and contains 64 columns of matter relative to the Klondike gold fields, besides several maps. Those interested in that icy region are welcome to peruse its columns.

Gives Seattle a Grand Send-Off.

Willows, Cal., Journal.

The Seattle Post-Intelligencer has issued a special Klondike edition. It gives valuable information and all intending to go to that country should secure a copy. It also, incidentally, gives Seattle a grand send-off.

Just the Information Needed.

Eureka, Cal., Times.

The Seattle Post-Intelligencer has issued a special Klondike edition of eight pages, which is filled with just the sort of information that is being sought after by those who intend to strike for Alaska in the spring.

Benefited Seattle and the State.

Clallam Bay Record.

The Post-Intelligencer special Klondike edition is a good stroke of enterprise. It has been scattered with a lavish hand all over the United States and brought the name of Seattle and the state of Washington home to the people of every town in the Union.

Seattle Has Superior Advantages.

Arcata, Cal., Union.

The Seattle Post-Intelligencer has published a special edition devoted almost entirely to Klondike, illustrated with maps, showing routes and locations, which go to prove that Seattle has superior advantages over other cities as a starting point to the great northern mines.

It Invaded the South.

St. James, La., L'Interim.

We are in receipt this week of the special Klondike edition of the Seattle Post-Intelligencer, of Washington.

Covers the Gold Situation Ably.

The Marseilles, Ill., Plaindealer.

The Seattle, Wash., Post-Intelligencer, of October 13, was a "special Klondike edition." It covers the entire gold seeking situation ably. If you are interested drop a line and enclose a 2-cent stamp or a sample.

Beats the Arabian Nights.

Fremont, Ohio, Journal.

Some friend from Seattle, Wash., sends us a copy of the Post-Intelligencer, an 8-column, 8-page special edition wholly filled with the history and tales of the gold fields in the far north land. It beats the Arabian Nights.

Contains Much of Interest.

Hampton, Va., Bulletin.

We receive from the Post-Intelligencer, of Seattle, Wash., a copy of their Klondike edition of October 13, containing much of interest regarding that region of gold fields and exorbitant prices.

Thoroughly Up-to-Date.

Hope Valley, R. I., Free Press.

The Seattle Post-Intelligencer, published at Seattle, Wash., issued a special eight-page Klondike edition on October 13. The Post-Intelligencer is thoroughly up-to-date and has our best wishes.

Clear and Comprehensive.

Roseburg, Or., Review.

Last Wednesday the Post-Intelligencer, of Seattle, got out a special Klondike edition, issuing 200,000 copies. It is splendidly gotten up, showing the relationship of Seattle to the Alaska trade in a very clear and comprehensive manner, as well as the gold resources of the Klondike region. It also incidentally narrates Seattle's resources and growing importance as a city. We glean the fact that Seattle is now a city of 65,000 to 70,000 people, that she does a jobbing trade of over $15,000,000 a year, that this year her business houses outfitted 8,000 men for the Klondike, and that three-fourths of all who went to Alaska went on Seattle gold fleets.

Just a Tinge of Jealousy.

San Francisco Call.

The Seattle Post-Intelligencer has issued a large special Klondike edition, having in view solely the benefit and welfare of Seattle, which it is intended to boom as an outfitting point for Alaska-bound travelers.

Of Great Value.

Whitewood, S. D., Plaindealer.

The Seattle Post-Intelligencer has issued a special Klondike edition that will be of great value to all contemplating a trip to the Northern gold fields.

THE DAILY JOURNAL.
Telluride, Colorado.
B. L. SERVIS, Editor. CHAS. F. PAINTER, Manager.

SOMEONE, we know not whom, has been kind enough to send us a copy of the special Klondike edition of the Seattle *Post Intelligencer* of October 13, an eight-page paper, which we find upon perusal to be a veritable encyclopedia of information concerning the Alaska gold fields, that has been carefully prepared and that from this distance appears to be a compendium of all knowledge of that country that by any possibility has been obtainable up to date. In maps of the country, and information as to the means of reaching it, it is profuse, while the voluminous and detailed experiences it contains of scores of miners and prospectors who have "been thro' the mill," make it as interesting reading as one of Rider Haggard's tales. We tender our thanks to the unknown sender.

Prospectors' Map of Ut

The Pas[illegible] Departm[illegible]
Gr[illegible] [illegible]n R[illegible]

Atlantic City, N. J.
ATLANTIC STAR-GAZETTE.

A copy of the Klondike edition of the Seattle (Wash.) *Post-Intelligencer* has been received. The histories of Seattle and the Klondike gold fields to date are ably set forth and liberally illustrated in this special number. The management of this occidental coast paper show enterpise and hustling ability fully up to the standard in American journalism.

[illegible] and that the silve[illegible]
[illegible]ead.

The Seattle Post-Intelligencer of October 13th is about as fine a specimen of newspaper enterprise and loyalty to its home as is often seen. Eight pages of that issue are entirely devoted to an exposition of Seattle as the gateway to the Klondike. Seattle's advantages, as the gateway to the mines and also to the home seeker and investor, are set forth in a manner that cannot fail to attract attention and good results.

DISPATCH AND DEMOCRAT.
Tucson City, Ariz.

THE LABOR LEADER,
OFFICIAL ORGAN OF THE LANCASTER CENTRAL LABOR UNION AND THE PENNSYLVANIA BLUE LABEL LEAGUE.

If any of our readers contemplate visiting the Klondike region, or desire any information concerning this noted spot, we suggest that they send for a copy of the special Klondike edition of the Seattle Post-Intelligencer. It contains eight pages of just the kind of information needed by prospective gold diggers.

YOU ask f[illegible]ion label

FORRESTON HERALD.
SATURDAY, OCTOBER 23, 189[illegible]
T. F. HALLER, EDITOR [illegible]

[illegible] our time of [illegible]

We are in receipt of a special Klondike edition of the Seattle Post-Intelligencer, published at Seattle, Washington. Seattle is the natural gateway to the gold regions of Alaska, and the paper is a grand guide for the various routes. All who are interested should send for a copy. Ten cents is all it costs, and its contents would make a dollar book.

NORRISTOWN DAILY HERALD.
Penn

Pixley Tulare Co. Calif
Oct 20th 1897

To Editor
Seattle Post-Intelligencer
Dear Sir

A large party and myself expect to leave here in the early Spring for the North West. By mere accident yesterday I picked up your paper of Wed. Oct. 13th 1897 and I must truly say it gave me more desired information about the N.W. than I have been able to find in our San Francisco papers.

Enclosed please find M.O. for 55 cts for which please send me to the undersigned address your back number of Wed. Oct 13th and the weekly for 6 Months. The reason I wish the back no. referred to is I only found a part of the paper. I expect to outfit in Seattle.

With best wishes for your paper I beg to remain

Yours Truly.
O. H. Butler
Pixley
California
Tulare Co

ONE OF HUNDREDS OF LETTERS.

A KLONDIKE special edition of the Seattle Post-Intelligencer is before us and an examination of it answers about all the questions one has to ask as to the famous gold field. We see no price stated anywhere and no invitation to send for copies but presume that about a dime in stamps sent would fetch one along and if interested much in the subject a dollar for the paper would be a cheap figure.

THE Citi[illegible]

Ky. News
Middlesboro
Official Paper of the City of Middlesborough
GEORGE WOODRUFF, Ar[illegible]

SAN DIEGO VIDETTE

[illegible] special Klondike edition of the Seattle Post-Intelligencer is a very interesting and valuable number, as its name indicates. It is devoted entirely to the gold fields of Alaska and the Northwest Territory, giving information on all points concerning which information is necessary by those intending to go to that region. Important advice on outfits, manner of packing outfits, emergency rations, transportation and best manner and rates of packers, routes, time to take the trip, royalties, copy of laws governing placer mining on the Yukon, answer by the Seattle Chamber of Commerce to queries, prices of living in Seattle, etc.

Seattle is a wide-awake city of from 65,000 to 70,000 population, with paved streets, electric and cable cars, stone and brick business blocks that would be a credit to a much larger city, and several transcontinental railroads. It is now and will be an excellent place for business enterprises independent of being a supply depot and gateway for the gold fields.

Elizabeth Herald.
McGINLEY & WILEY, Proprs.
$1.25 a Year, Invariably in Advance.
[illegible]ZABETH, PA., OCT. 22, 1897.

A special number of the Seattle, Wash., *Post-Intelligencer* of Oct. 13, tells more about the Alaska gold fields than anything else we have met. The subject is fully discussed in every phase, and the articles are profusely illustrated.

The New York *Journal* having claim[illegible]

WEEKLY TRIBUNE
SNOHOMISH, WASHINGTON.

The Post-Intelligencer Klondike Special fills the bill as an advertiser and promoter of the State of Washington. California's $75,000 advertising fund will be as nothing to the work the big special will do. The reason is that the Seattle special deals in facts, while in order to persuade anyone that California is the proper entry to the Klondike requires the strongest kind of fiction.

Miss Cassie Gifford is the proud possessor [illegible] Klondike [illegible]