

TELL THE WORLD SEATTLE'S STORY

Let All Who Read Learn City's Commanding Position, Rich Resources, Sterling Loyalty and Splendid Spirit of Progress

Manufacture in Seattle



SEATTLE
The Pre-eminent Industrial Opportunity

No Pacific Coast city outside of Puget Sound in any way approaches Seattle as a railroad center.
No Pacific Coast city approaches Seattle in the volume of foreign trade. In 1918 Seattle was second only to New York. The reasons are simple and fundamental.
Seattle's back country produces the world's most goods—food, timber, coal and metals. Seattle is the nearest deep water port to the nation's great undeveloped resource land. Seattle is several days nearer China, Japan, Siberia, and the East Indies than are Southern ports. It practically commands America's trade in these products—rubber, silk, vegetable oils, hemp, hides, and tea.
The world is literally at Seattle's doors. After vessels ply to every civilized port.
The commerce of the future is to be on the Pacific Ocean. Providence has willed that Seattle shall be the chief beneficiary among American cities.
SEATTLE TODAY OFFERS INDUSTRIAL OPPORTUNITIES UNPRECEDENTED IN THE WORLD'S HISTORY
It's not altogether the command of raw materials and world markets. Tributary to Seattle is one-sixth of the nation's water power. Industrial currents are abundant and the cheapest in the United States. Tributary to Seattle is practically the only coal in the Pacific States.
Seattle's climate alone gives a 20 per cent margin in manufacturing costs. This is thoroughly demonstrated. In the words of Dr. Woodhutchinson: "If you do not know the climate west of the Cascades, you cannot well imagine what the climate of heaven may be like."
The Seattle Spirit is the greatest civic power in any American city—it is invincible and an inspiration.
Seattle is the healthiest, city in the world and the cleanest and best lighted.
Seattle wants you if there is an opening in your line—no other wise. Write us freely and frankly and get an equally frank reply. Send for booklet "Seattle, the Seaport of Success."

Seattle Chamber of Commerce & Commercial Club
PUBLICITY BUREAU
905 ARCTIC BLDG.
SEATTLE

The Seaport of Success

One of the Strong Series of Advertisements All Ready to Tell the World Seattle's Story

MAKE every manufacturer, every producer in the United States, realize that Seattle is pre-eminently an ideal city in which to build a business, invest money, found a home—that Seattle and the Pacific Northwest, with their superlative advantages, present unrivaled opportunities in the field of industry, the development of natural resources and in commerce.

Tell the story of Seattle's location—close to the markets of the world—raw materials in abundance—water power—coal, and municipal and port facilities for all the varied activities of commercial life.

Taking the best from the experiences of a dozen of the largest American cities—cities that have used thousands and thousands of dollars in effective advertising—the Seattle Chamber of Commerce and Commercial Club has prepared a campaign of publicity that will compare favorably in effectiveness with anything of the kind ever before undertaken.

The best city-selling ideas and plans have been scanned; selected and developed by experts in advertising, and today Seattle's three-year advertising campaign stands forth for the approval of far sighted residents of this city.

This campaign will cost \$100,000 a year—no more than many a department store spends annually in advertising.

Seattle's story of industrial opportunity will be told in liberal space in magazines and newspapers of national prominence and circulation. These will reach continuously over the three-year period the constructive leaders of American thought and action.

Every man, woman and child in Seattle and the Pacific Northwest will benefit by this comprehensive plan of publicity. The merchant, home-owner, banker, the worker in the city's industrial and commercial fabric, will receive many-fold advantages from this campaign.

Seattle cannot stand still. It must advance. It must have more industries, greater pay rolls.

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The campaign is on to increase the Chamber of Commerce budget to \$250,000 so that \$100,000 a year may be used to launch the advertising program and at the same time continue the important and far-reaching work the Chamber has under way for the development of the city and all the Pacific Northwest.

The Chamber of Commerce feels certain of your enthusiastic co-operation in this great civic enterprise.

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| J. W. SPANGLER | JOSEPH BLETHEN | E. J. MATTHEWS | GERALD FRINK |
| C. S. WILLS | F. A. ERNST | O. C. MCGILVRA | N. H. LATIMER |
| J. F. DOUGLAS | A. W. LEONARD | J. A. SWALWELL | J. D. LOWMAN |
| WINLOCK W. MILLER | | WALTER B. NETTLETON | |

This space contributed to the upbuilding of Seattle and the Pacific Northwest by public spirited business men.