

## The Seward Gateway

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SEWARD, ALASKA, SATURDAY, JULY 15, 1916.

People go away off to the fjords of Norway from distant parts of Europe. They go fishing in remote parts of Scotland and other countries. They wander into the African wilds to shoot big game. They go everywhere in thousands and thousands while Alaska lies here at the door of a hundred millions of its own owners, with countless fjords, with waters whose fishing cannot be equalled at this side of the river Styx or the ocean of eternity, and with hunting which might well satisfy anyone.

Can anyone tell why it is that Alaska has not already become a great American resort—the greatest resort for Americans in all the world? What is lacking? People come up in hundreds each year and this year there is no real Europe left to the tourist. How is that twenty thousand tourists did not land in Seward this year, and how is it that thousands of them are not now scattered over the hills and streams of beautiful Kenai Peninsula?

The answer would probably be the old accusation that the people have not advertised their district enough, that no one has ever had the enterprise to prepare for tourists in large numbers, and that when this district ever got advertising it was advertised as a dog racing country with blizzards and winds and rains and schemes of one kind or another to make money, not as what it is, one of the loveliest places on earth and one that supplies nearly all that people travel away to see.

The remedy for the present conditions lies in the hands of the United States government now. If the Matanuska coal mines did not exist and if there were no agricultural or mining possibilities the government, by using its railroad for the purpose, by advertising the region properly as a tourist resort and by supplying the proper

ways of receiving tourists, if no one else will—the government by those means can send crowds of visitors here every year and can create for its railroad a fertile source of revenue.

The best way in the world to attract tourists is to get some tourists coming first. The average tourist only wants to travel where other tourists travel. The human being is as sociable an animal as a sheep. He wants to travel in flocks. He likes the beautiful scenery and he loves fishing and hunting but the crazy thing also likes to have some girls around, and the girls of the race want to have him around. If you went to Heaven tomorrow and found no one there to greet you and dance and fish with you the chances are you'd buy a ticket on the first train going south. There is no mountain that can continue to impress you without human associations. Natural scenery is, after all, only the frame for the picture of life, but that frame has a tremendous lot to do with making the picture more attractive. We have the most beautiful of frames. It is a gilt work of perfect and divine art and all we need is to get the picture itself in the shape of people.

Now, Mr. Franklin K. Lane, secretary of the interior, it is up to you to get the real painting—to get the people coming. You can give them our word for it that we can supply the frame.

### RULES BY WHICH JOHN D. ROCKEFELLER HOPES TO LIVE TO BE A HUNDRED

(Special to Gateway by United Press)

To attain age without being old, just don't worry about anything.

Watch your waistline and take precautions to avoid getting overweight.

Drink lots of water all the time. Drink at least three quarts a day.

Keep your body active. See that every muscle works. Exercise lots.

Never go to sleep unless you can lie down somewhere in the fresh air.

NEW YORK, July 8.—John D. Rockefeller, the richest man in the world and one of the youngest old ones, is 77 years of age today. Mr. Rockefeller has his health and eight hundred million dollars. That's not far short of a billion bucks.

Dr. R. F. Biggar, sr., Rockefeller's personal physician for 25 years, declares Rockefeller will live to be more than a hundred years old because he follows the rules outlined above. When Dr. Biggar took John D. to

make him over the Oil King was going down grade fast. He had worn himself to shreds building up his enormous fortune. The doctor told him he must rest or he would die. Rockefeller has been resting ever since. He works, but just to suit himself.

In addition to having about \$800,000,000 in his own right now, Rockefeller probably has given to his children and his charities and his colleges between two and three hundred million dollars. The realizable market value of his Standard Oil holdings

alone recently was estimated at half a billion dollars.

It is estimated that Rockefeller's income is \$60,000,000 a year, which is equivalent to \$5,000,000 a month, \$1,583,846.15 a week, \$6,853.97 an hour, \$140.40 a minute, \$1.90 2-3 a second.

Rockefeller has accumulated every cent of this wealth since 1865, when he made his first \$5,000. In 1875 he had \$5,000,000. In 1885 he had \$100,000,000. In 1900 he had \$400,000,000. In 1905 he had \$550,000,000.

### BRYAN ADVOCATES "SCHOOL TRAINING THAT MAKES FOR PEACE WITH HONOR"

NEW YORK, July 4. — A day at Coney Island, school athletics in the stadium of the University of the City of New York and an address by William Jennings Bryan advocating "school training that makes for peace with honor," are the features of the Fourth of July celebration of the National Education Association here today.

Many delegates are spending the day at Coney and the stadium where four thousand children of the New York schools entertain them with military drill, setting up exercises, a preparedness program, folk dances, games, park fetes and pageants. This evening Mr. Bryan will address the teachers on "New Meanings of the Peace Movement." He advocates training in the schools which makes for peace with honor. His address is strictly educational and wholly without political significance.

Noodle Cafe. Phone Main 111. Tray service receives prompt attention. 10-5-tf.

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# AUCTION SALE OF 200 LOTS

(Business and Residence)

AT SEWARD, ALASKA, JULY 25, 1916

Residence Lots - \$250 to \$750

Business Lots - \$800 to \$2,000

TERMS:—10 per cent. Cash, 10 per cent. in 30 days, balance in 1, 2, 3 and 4 years at 7 per cent.

Abstract of Title furnished with every lot free of cost to purchaser

Following are the Lots for Sale:

Blks. Lots.  
6.....37, 38, 39, 40.  
7.....10, 11, 29, 30.  
8.....27, 28.  
10.....29, 30, 36, 37.  
11.....11, 12, 16, 27, 28, 29, 34, 35, 36, 26.  
14.....24, 25.  
16.....7, 8.  
17.....1, 2, 5, 6, 16, 17.  
18.....9, 10, 12, 13, 33, 34.  
19.....11, 12, 31, 23, 24, 25, 5, 6.  
20.....6, 7, 19, 20, 21, 22, 25, 26.  
21.....11, 12, 14, 15, 16, 27, 28, 29, 30, 37, 38.  
22.....3, 4, 5, 10, 11, 12, 31, 32, 37.  
23.....4, 5, 6, 7, 8, 14.  
24.....14, 15, 24, 25.

Blks. Lots.  
25.....23, 24, 32, 33.  
26.....5, 6, 7, 11, 12.  
27.....3, 4, 5, 1, 2, 8, 9, 10, 13, 14, 15.  
28.....7, 8, 23, 24, 25, 26, 27, 28, 29, 34, 35, 36, 37, 38, 39, 40.  
29.....23, 24, 33, 34, 35.  
30.....10, 11, 12, 13, 16.  
31.....17, 18, 19, 20, 31, 32, 38, 39, 40.  
32.....7, 8, 9, 14, 15, 23, 25, 26, 27, 35.  
34.....17, 18.  
35.....24, 25, 26, 27.  
36.....14, 15, 16.  
37.....14, 15, 16.  
38.....21, 22, 23.  
39.....16, 17, 18, 21, 22, 25, 26, 27, 19, 20, 23, 24.  
40.....14, 15, 16, 17, 21, 22.

FRANK L. BALLAINE

