

Magazine Writer Holds Post-Mortem Over 'Seattle Spirit'

DECLARES OLD GRAB ATTITUDE DEAD HERE

City Jarred Out of Selfish Spirit of Old and Now We're All Pulling Together, "Sunset" Editor Finds; Change Late

Is the Seattle Spirit dead? Yes—dead as a doornail! And glad of it.

This according to Walter V. Woelke, associate editor of the Sunset Magazine.

But, he says in an extensive article in the September number of that publication, we of Seattle are glad it is dead.

And without it, Seattle, he prophesies, will "be a community of finer grain, a better place to live in, to do business with."

How he comes to this conclusion is extensively set forth along with his post-mortem of the allegedly dead spirit, to-wit:

"Last year a Seattle daily paper, feeling the thick blue mist of business depression stealing into every corner of the city, decided that something drastic must be done. The community must be awakened. It was walking in its sleep, due to the call of high emprise and strenuous endeavor. A good stiff punch right on the point of the jaw ought to do the work, the editor argued. So he hauled off and planted a journalistic Dempsey on Seattle's chin, following the initial punch with a series of rights and straight jabs, all for the good of the patient.

"Seattle's back is to the wall," the journalist, very sincere in opinion and with the best of motives, announced to his fellowcitizens—rival cities listening gleefully with distended ears. "We must grid our loins, roll up our sleeves and go to it if we are to retain our standing. It's fight or die! Get busy. Start something. Show your accustomed form. A crisis is at hand. We can meet it and survive it but only if we can revive the community's greatest asset, the old-time Seattle Spirit—and more to the same effect.

"He kept the 'wake-em-up' campaign going for weeks; with every style of type, with all the verbs and adjectives of his vocabulary he tried to infuse new life into the old-time spirit of the Puget Sound community, but the results astonished the editor. Seattle showed spirit enough under the goading, but it was all directed, not upon high emprise and bold adventure, but upon the publication that aroused it. As for the 'Seattle Spirit,' it did not stir. It

ASTONISHED AT SUCH RESULTS

Tanlac Keeps Entire Family in Splendid Health; Mother Gains 15 Pounds

"Tanlac just keeps me feeling fine all the time, and I think it's the greatest medicine on earth," said Mrs. Jennie Hensberger, of 826 Lila ave., Los Angeles. Mrs. Hensberger also owns a home at Hermosa Beach, where she spends a great deal of her time, and is highly esteemed by a wide circle of friends.

"It was a little over two years ago that I first used Tanlac, and I got such wonderful results from it that I have taken a bottle every few months since just as a general tonic. Before I began taking the medicine I was so weak and worn out I could hardly look after my household. My appetite was so poor I could scarcely eat anything, and what I did eat did not seem to give me any nourishment. I felt tired out and miserable all the time.

"All my efforts to find anything to help me failed until I tried Tanlac, but I commenced improving right from the day I started taking this medicine, and four bottles built me up fifteen pounds in weight and made me just as healthy as I could ask to be.

"My daughter had a real nervous breakdown and the way Tanlac helped her was simply astonishing. As I said, I like the medicine every once in a while now as a tonic, and give it to the children too, and it keeps us all in good health all the time. I just can't praise Tanlac enough for what it has done for us."

Tanlac is sold in Seattle by Bartlett's Drug Stores and by leading druggists everywhere. —Advertisement.



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FOR EVERY SEATTLE HOME

Thousands of Seattle homes have found that Kristoferson Milk and Kristoferson Service meet the most exacting demands for Purity, High Food Value and prompt delivery. HOW ABOUT YOU?

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Mississippi, in short as dead as a canned salmon unless all fishing operations absolutely cease this summer from the sea to the spawning grounds and continue to be radically curtailed for at least eight to 12 years.

"Will they do it? Will they suspend fishing and canning in order to save the industry? Both canners, trap owners and fishermen have the best possible reason for entirely suspending operations. More than a million cases of Alaskan salmon are still lying in the warehouses of Puget Sound, heavily mortgaged, devouring interest, insurance and warehouse charges in large sums every day, depressing prices and sucking the industry's life blood because no buyers for them can be found. The world in its present condition has little use for more salmon; an increase in the supply must inevitably drive the price of the old stock still lower, and augment the loss, besides being sure death to the industry, yet it is a safe bet at long odds that nothing will be done, that the speculative unreasoning greed of canners and trap owners will block the suspension policy, that the last of the sockeye run will be canned and sold at a loss.

"That, dear friends, is the finest, most gorgeous blossom of the spirit mistakenly attributed to Seattle only. It's the old-time spirit of the pioneer West, the fighting spirit that places the interest of the individual first, and resents the suggestion that the community also has an interest to be preserved, the glorious spirit of daring adventure for personal profit that reclaimed the Far West from the wilderness in two generations and squandered natural wealth enough for five generations in the process.

"And it won't be long before this spirit has cleaned out the Alaska streams, has sent the Alaskan salmon to join the Puget Sound sockeye, the buffalo and the bison in the land of oblivion."

In similar vein Woelke discusses the halibut, herring and crab industries. Also the earlier exploitation of Alaska. Then he turns to matters closer home.

SHIPYARD CLOSING IMMEDIATE SLUMP CAUSE

"The immediate cause, of last year's sudden and violent slump in Seattle was the rapid and complete closing of all the shipyards a year ago," he writes.

"Nowhere else on the Pacific coast had the shipbuilding industry made greater strides during the war, nowhere else had it expanded as explosively, and nowhere else did it collapse as early, as thoroughly and as speedily as in Seattle. In Los Angeles, San Francisco and Tacoma some of the yards are working on new construction to this day; in

Portland the last yard did not close until June of this year. In all of these cities the yards tried hard to obtain private contracts when construction for the shipping board ceased, and in all of them steamers were built for private account, but in Seattle every yard closed its gates as soon as the last government boat was completed. Whereas the outside cities tapered off gradually, giving the industries allied with shipbuilding reasonable time in which to cut down and seek new outlets, in Seattle 30,000 ship workers were discharged in a few months, forcing scores of auxiliary plants to close down with equal rapidity. At the same moment the war-created transshipment business to and from the Orient declined precipitately, the lumber industry began to slow down and the salmon boom crashed. Only a community with a sound, reinforced concrete foundation could have withstood these simultaneous shocks without cracking. Seattle did not crack. It emerged from the ordeal whole and sound to the core. It gained by it, because the experience caused the community to take stock, to examine itself in order to find the reason for the sudden drop and to remove it.

"The leading Seattle shipbuilder, the man who, on the basis of a low-priced steel contract, started during the war to raid and outfit the established yards for their skilled labor, thereby disorganizing the entire industry, was among the very first to quit not only the shipbuilding business, but the community as well, taking his profits with him.

"There are others playing the same kind of a game. Having made their pile, they have exchanged the old up-and-at-em, do-and-dare spirit for its reverse. They just sit tight, perfectly content with the community as it is, rarely willing to participate in any enterprise that does not offer pawnbroker's security."

EVERY MAN FOR HIMSELF IN SEATTLE

Woelke tells of the vain efforts to finance a tourist hotel, and continues:

"Until the very recent past, Seattle was a community in which every individual lived, worked, struggled and fought primarily for himself, with little regard for the other fellow. This trait expressed itself even in the city's social life. Compared with its size and interests, the number of clubs in Seattle is extremely small; despite the large number of men given to outdoor life and sports, it lacks a well equipped athletic club.

"There is growing up a new psychology, the spirit of constructive service, the realization that one must sow before one can reap, the desire to help the other fellow not because of immediate personal profit, but because such help will benefit the community as a whole.

"With the same aggressive energy that marked the upbuilding of private fortunes by extracting the cream from far-flung natural resources, Seattle is now rolling up its sleeves to tackle honest-to-goodness constructive work. For instance, it is supporting a broad, carefully considered land reclamation and farm-allotment program outlined by the state development bureau of the Chamber of Commerce. Formerly such efforts kept in mind almost exclusively the profit to be made by the owner or his agent in the sale of the land; the new program is designed exclusively for the benefit of the buyer. It ignores speculative profits, tries to eliminate them entirely and makes the welfare, the success of the settler its first and only consideration."

The writer tells of numerous other constructive and unselfish efforts now being put forth by Seattle business men for the benefit of the Pacific Northwest, and concludes:

"The resources of Western Washington, the energy and ability of its inhabitants are too great to admit of more than momentary hesitation in their development. Puget Sound was preordained by virtue of location and natural endowment to rank with Philadelphia in commercial and industrial importance, to become a summer vacation country as popular as Florida and California are in winter. In Puget Sound's steady climb toward the goal there will be, as at present, pauses to take breath, but the prize in plain sight is too rich for a long halt.

"Compare the population of

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WHITEN SKIN AND
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Squeeze the juice of two lemons into a bottle containing three ounces of Orchard White, which any drug store will supply for a few cents; shake well, and you have a quarter pint of harmless and delightful lemon bleach. Massage this sweetly fragrant lotion into the face, neck, arms and hands each day, then shortly note the beauty and whiteness of your skin.

Famous stage beauties use this lemon lotion to bleach and bring that soft, clear, rosy-white complexion; also as a freckle, sunburn and tan bleach, because it doesn't irritate.—Advertisement.

After the show, we'll go to Bold's.—Advertisement.

New England with the number of Washington's inhabitants; compare Washington's undeveloped power to the New England supply; compare the two brands of climate and look be-

yond the oceans facing these two regions. New England faces Europe, a continent declining in commercial importance; Western Washington faces Asia, a continent whose billion inhabitants

are just beginning to realize the virtues of kerosene and the iron horse. "Is it safe to place a little bet on the young, vigorous challenger of Atlantic supremacy?"

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Pkg. Swift's
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Premier Salad Dressing
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Lenox Soap
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Extraordinary Tea Bargain
**HILLS' Red Pack-
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"The Quality Coffee"

1-lb. can, per lb. **40c**
3-lb. can, per can **\$1.14**, per lb. **38c**
5-lb. can, per can **\$1.80**, per lb. **36c**
Buy it in the 5-lb. can and save money.

M. J. B. SECOND GRADE
"B" Coffee, lb. 33c

Karo Maple Syrup, 1½-lb. can **15c**, 5-lb. can **53c**
Del Monte Grated Pineapple, 2s. **19c**

Tuna Fish, white meat, medium can. **17c**
Van Camp's Pork and Beans—Small can **10c**, medium can **15c**, large can. **25c**

DOWNTOWN
81 Pike St.
Pike Place Public Market
—Downtown—
Westlake Public Market
Corner Pike Market
South End Public Market
801 Union St.
GREEN LAKE DISTRICT
Green Lake Public Market
UNIVERSITY DISTRICT
4140 and 4142 N. E.
1265 45th St. N.

BALLARD DISTRICT
5419 Ballard Ave.
5501 14th Ave. N. W.
FREMONT DISTRICT
710-712 Broadway St.
4201 Fremont Ave.
WOODLAND PARK
7217 Greenwood Ave.
NORTH END
25th and Greenwood
EASTLAKE
361 Eastlake Ave.
BENTON HILL
1229 Pike St.

N. BROADWAY DISTRICT
322 Broadway N.
QUEEN ANNE HILL
7th W. and W. McGraw
291 Blaine St.
LESCHE PARK DISTRICT
1801 Teeler Way
E. UNION DISTRICT
23rd and E. Union
KIRKLAND
Market and Pico del Sol

WEST SEATTLE
California and Admiral
Way
California and Alaska
EVERETT
White House Public Market
Kewitt and Cakes on
ALBANY
Next Mission Theatre
BREMERTON
Fourth St. Public Market
KENT
Second and Meeker St.

"IT'S THE PENNIES THAT COUNT"

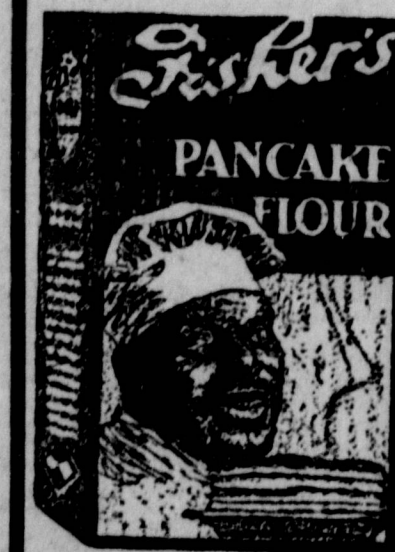


Good news for the camp cook

It's the camp cook's business to furnish plenty of good "eats" quickly, because tramping over rough trails and wading through icy rifles to catch the wary trout develop "some" appetite.

It's good news for the camp cook when he hears that FISHER'S PANCAKE FLOUR needs just cold water to make a perfect pancake batter. Even the sweet, powdered milk and sugar are mixed in. Fried crisp and brown in bacon drippings, FISHER'S PANCAKES have the lightness of wheat flour, the sweetness of corn and the tang of buckwheat.

Get FISHER'S PANCAKE FLOUR at your grocer's in small packages for the short trip, three-pound packages for the longer trip, and nine-pound sacks for the larger party.



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"The Cut Rate Grocery Man"

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Drifted Snow Flour, 49-
lb. sack **\$2.10**
5c Snider's Catsup
(limit two bottles) .25c
High Grade Corn
Starch, three for .25c
Very Best Pearl Tapioca, 4 lbs. for .25c
4 lbs. Italian Prunes. 25c

Crescent Cream
Coffee, lb. **45c**
Crescent Cream
"99" Coffee, lb. **30c**
Crescent Baking Powder, lb. **35c**
Maple Syrup, 2-oz. bottle .25c

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BUTTER, best
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CHEESE, extra
sharp full cream, lb. **15c**
CHEESE, cream
brick, mild, lb. **35c**
CHEESE, cream
brick, sharp, lb. **20c**
Courteous Service

FARMERS' MARKET
Stall 84—Rear Entrance
Lard, 2 lbs. **25c** Pot Roast, lb. **8c**
Hams, half or whole, lb. **33c** Lamb Roast, lb. **4c**
Chickens, Fresh Killed, lb. **25c** Shoulder, lb. **7c**
All Meats Country Slaughtered

South End Delicatessen
Stall 50
Opposite Main Entrance
Celebrate this week-end and get out in the open! Have a picnic or week-end trip.
Look over these delicacies:
Diamond "T" Pig Sausage, lb. **35c**
Farmers' Style Sausage, lb. **35c**
Frankfurters, lb. **20c**
Potato Salad, lb. **40c**
Our Summer Sausage and Meat Pies are real meat treats.

Fresh and Smoked Meats for the Picnic
Pot Roast, lb. **8c** Legs Lamb, lb. **18c**
Lamb Roast, lb. **8c** Breast of Lamb, lb. **4c**
Hamburger, lb. **10c** Lard, 2 lbs. for. **25c**
Hams, whole or half, lb. **33c** Fresh Killed Chickens, lb. **25c**
Delicious Meat at All Times

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