

New Seattle Art Museum in Volunteer Park

case of sun stroke. The climate really means 365 days a year of labor efficiency.

Seattle is an industrial and commercial giant, and in one generation has grown from an isolated outpost to a city of nearly 400,000 population, (365,583 with 471,128 in the metropolitan area) and Puget Sound has become the commercial, industrial, and shipping center of the Northwest quarter of the United States.

Seattle is the twentieth city in America in population today, and thirty years ago it was the one hundred and fiftieth.

Seattle jumped over night into a world famous city when the word went over the country "A ton of gold has arrived in Seattle from Alaska." This was in 1897. Seattle grew by leaps and bounds and thirty-five years ago another epoch came when Seattle inaugurated its first trans-Pacific steamer service with Japan, China and the Philippines.

### 1,500 Factories

Today the greater part of Alaska's annual commerce of \$100,000,000 moves through Seattle, which, as the nearest American port to the Orient, also dominates in that trade. Seattle is the terminus on American soil of four trans-Pacific services, and ranks second to New York in the number of people entering the United States through port cities.

Seattle is not going to be an industrial city—it already is one, and its 1,500 factories, large and small, produce products worth a quarter of a

billion dollars annually. Figures are sometimes tiresome, but statistics on the industrial growth of Puget Sound are inspirational. The Puget Sound area employs 31 per cent of the labor and produces 41 per cent of the total factory output in Washington, Oregon, Idaho and Montana.

### Outdoor Recreation Varied

If you like sailing, or cruising, there is no more entrancing inland sea in all the world. For bathing you have the lakes, the Sound and the surf of the Pacific. Mountain climbing? Hoary old Rainier is but the grandest of scores of peaks, all of which will test your skill and endurance. For those who love golf, Seattle offers the choice of eleven courses. Walter Hagen declared the municipal courses are the best in the United States. Evergreen fairways, no mid-day heat and the long twilight evenings make more rounds possible. Visitors' courtesy cards are issued by practically all the clubs upon a payment of green fees ranging from fifty cents to three dollars. Golf is played every month in the year. For those who go in for tennis the Park Department maintains a large number of courts available to the public in the various playfields and parks. If you would like to get out of the city and experience for yourself the thrill of snow sports in summer a few hours will take you from sea level to the glaciers and snow fields of Rainier, Monte Cristo or Mount Baker.

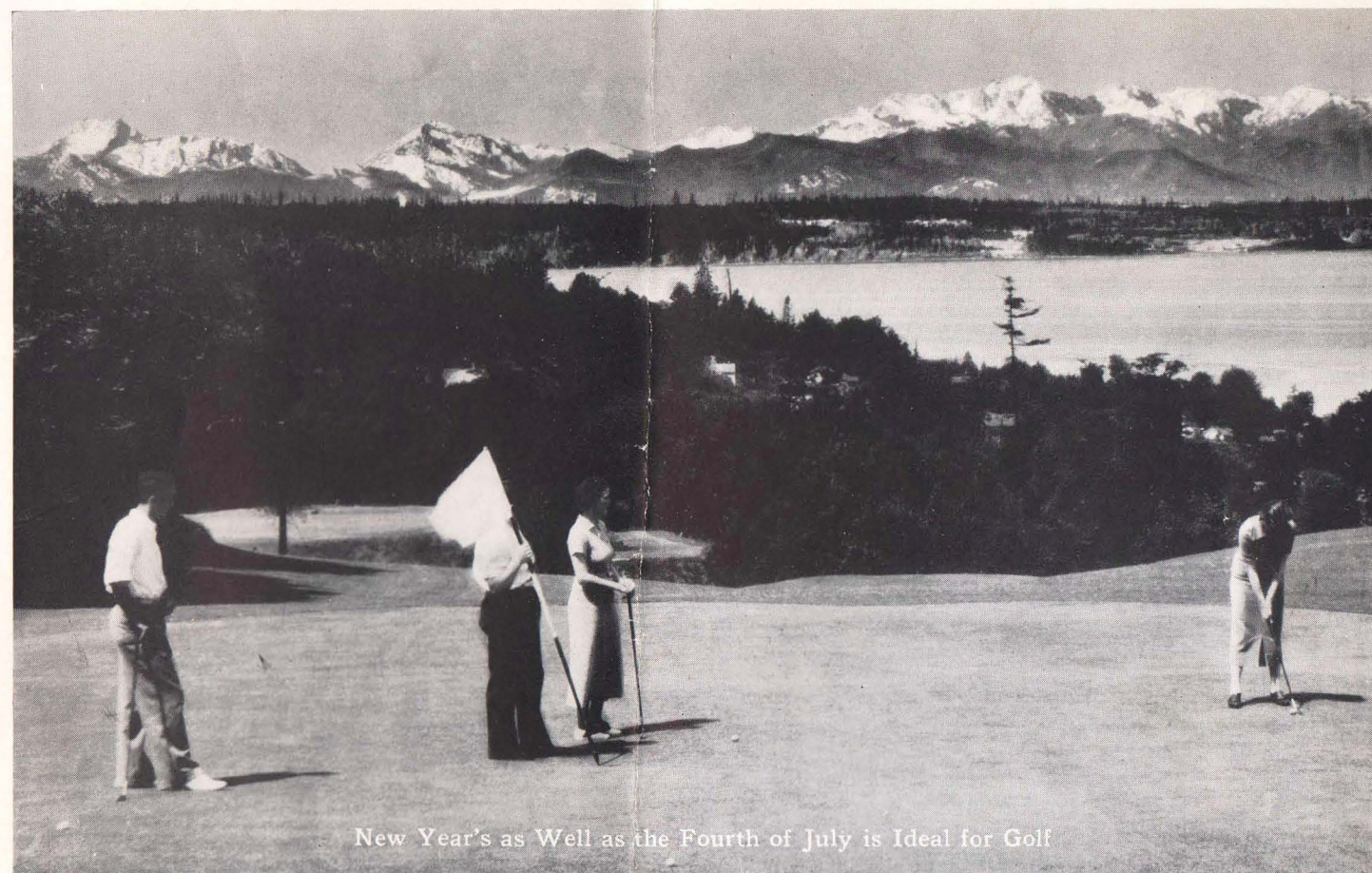
Plan to spend a few days in Seattle this summer. Enjoy there your favorite sport. You will find facilities for it par excellence; and, what is best of all, a heartfelt and enthusiastic welcome.

### Seattle, the Convention City

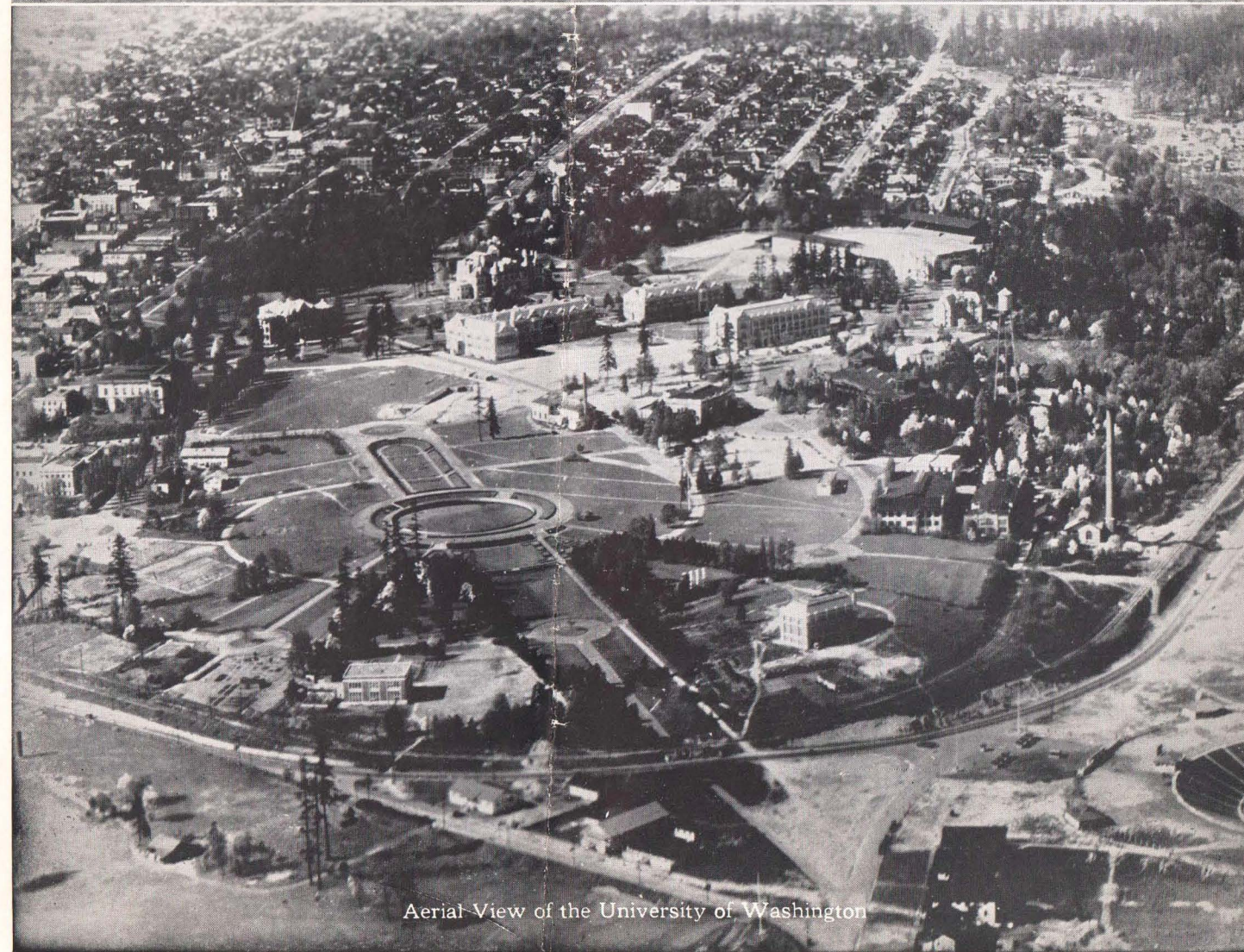
SEATTLE'S popularity as a convention city is well founded. The city's beauty alone attracts the attention of people from every part of the continent. Her great world port with its Oriental savor, and the magnificent, surrounding mountain country are each in themselves, a distinct attraction.

Add to this hotels that are known country-wide for their singular beauty and splendid accommodations; civic buildings, white and beautiful upon the skyline; large, new theatres, magnificent in design; attractive clubs and cafes, and you will have some of the charm which draws thousands of convention-goers each year to Seattle. Churches of every denomination are found in the city.

A public auditorium of elaborate proportions provides ample accommodations for conventions. Seattle has a free, easy swing—a vivacity that appeals to people. It is a city one always returns to. For convention delegates it offers vacation and business in one.



New Year's as Well as the Fourth of July is Ideal for Golf



Aerial View of the University of Washington

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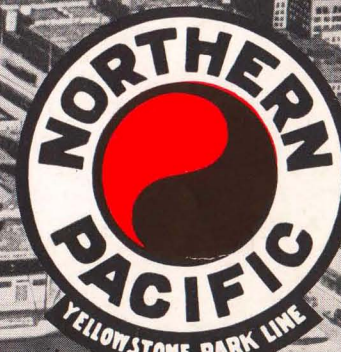
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# Seattle







A Canal and Locks Connect the Pacific with Two Lakes within the City

## Seattle: the Gateway to the Orient

**I**N WRITING about any part of our Pacific Northwest it is difficult to escape the tub-thumping and log-rolling so characteristic of all brochures setting forth and eulogizing the merits and attractions of a city or section of a country. The reason that it is difficult to escape the over-elaborate words of praise with which such literature is often besprinkled is that in dealing with a city whose charm is as obvious as that of Seattle, or a section of the country whose aspects are as alluring to the visitor as the Puget Sound country, words of color and vehemence literally leap from the keys of the typewriter. For, truly, it is here that the craving for adventure, the longing for beauty, in the hearts of all of us, is most generously gratified.

What would you have? A far-flung range of mountains whose snow-tipped peaks thrust their jagged crests into the clouds? They are here. Mountain valleys carpeted with a riot of wild flowers which grow to the very edges of glaciers? They, too, are here. A flashing trout stream where game fish of the sportiest varieties leap, hungrily, for your fly? They plunge through every mountain valley. Adventurous cruises along the shores of a land where the tourist or tin can tripper has hardly come? You'll find bays and inlets that will enchant you. It is truly and aptly called "The Charmed Land." But, let us, for a moment, look at Seattle herself.

### Only a Generation Old

To visualize Seattle, one must picture a city of young men doing young men's work. It is only one generation old. It was but a short time ago that, where today run streets bordered by graceful homes, yesterday stood a virgin forest. The main arteries of the city of today were the deer and elk trails of the woods of a short time ago within the memory of men still dwelling there. Only a few hours back, a clock tick in the lives of the elder cities of the world, Seattle heard the shouts of the returning gold seekers from the wilds of Alaska

and saw them surging up and down the then primitive streets, a robust, lusty crew, eager for an opportunity to spend that for which they had suffered so bitterly on the fringes of civilization. The contrast which it today offers is a mighty commentary on the industry and ideals of man.

Sitting, like Rome, upon her hills, Seattle faces to the west the intimate, though lordly Olympics. Mount Rainier looms close in the southern sky; Mount Baker to the north, and the sun rises, rose-pink, over the majestic Cascades, mirrored in the waters of the great Lake Washington. And, all about, the brooding quiet of the great forests whose outposts walk down into the very limits of the city itself.

### Fine Park System

Wise planning has preserved to the city of Seattle, the charm of its early days, softened and mellowed by the arts of a modern civilization. The park system has earned praise from those who have seen the great cities of the world. Over twice the area of New York's Central Park is included in Seattle's park outlay in which one may bathe and swim in fresh or salt water, picnic, canoe, fish, play tennis or golf, ride horseback for miles through real woods, drive through formal, landscaped beauty, listen to band concerts, feed peanuts to animals in the Zoo—or spend a quiet hour with a book and never feel the pressure of crowded places. All these parks are connected by superb boulevards which follow for miles to catch at every turn, vistas of mountain and sea and lake.

In Seattle there is beauty for everyone—and a place to play,—enough for all the hot, tired children in all the hot, tired corners of the crowded centers of these United States. The natural God-bestowed beauty of the setting of this city has its effect upon the mental attitude of its people. Real estate men have discovered that they must advertise their property as having a view of mountain and forest, lake, or sea, if they wish customers. The people of this charmed land demand loveliness, as we, in less favored climes, demand street car service.



Seattle Enjoys the Charm of the Ocean Beach Near By

There is a certain grace and beauty about Seattle's residential district which will at once charm the eye of the beholder. Having much to build with they have never sacrificed beauty for mere utility. You will not find monotonous rows of factory-made houses in this city—never will you see standardized ugliness. From rustic cottages to places that resemble old English estates, it is a city of homes where the every-day man owns his own—a flower garden and a million dollar view, even if the house, itself, may have cost but a modest sum.

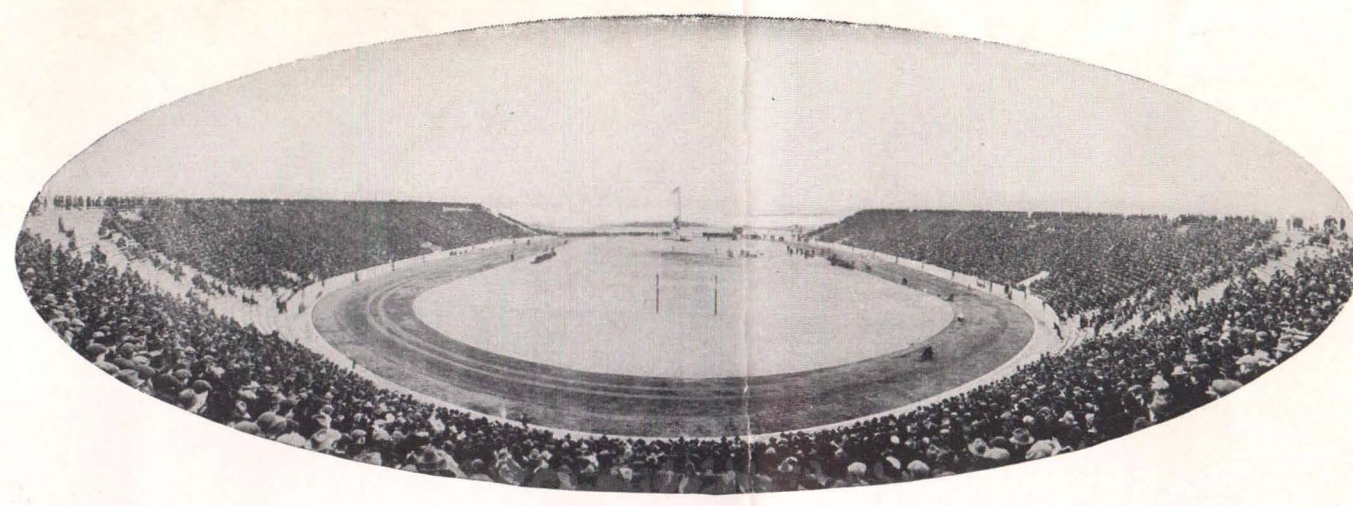
### Enviably Public Markets

Such a city would, inevitably, reflect itself in a wealth of smart department stores; in a metropolitan hotel system; in some of the proudest schools of the country; in the noble University of Washington which stands, in classic beauty, upon a hill, in the renowned Cornish School, Musical Center and Repertory Theatre in cultural and religious activities; the famous Orthopedic Hospital for Children and, finally, in its extraordinary pub-

lic market, "where the capacious market basket may be filled with the lean purse."

"If you really wish to make an eastern housewife unhappy," says Katherine Fullerton Gerould, "you have only to turn her loose in the public markets of Seattle. I have a weakness for markets and from Paris to Washington, D. C., I have been known to haunt them for mere pleasure. Never anywhere has my mouth so watered or my spirit so cried out on the inequalities of life as in the Seattle city market. There is poetry in a market basket in Seattle; and, what is more, the lean purse can fill it."

A stone's throw from the market place is the waterfront. They speak of their waterfront in Seattle with a very definite pride. Its shoreline extends 193 miles and the words "Port of Seattle" are blazoned high. It is one of the gateways of the Orient, being the nearest American port. Great 20,000-ton ships warp into its docks, bringing silk, tea, hemp, rice, chinaware, vegetable oil, and take away tractors for Siam and an amazing array of articles ranging from tooth paste



University of Washington Stadium

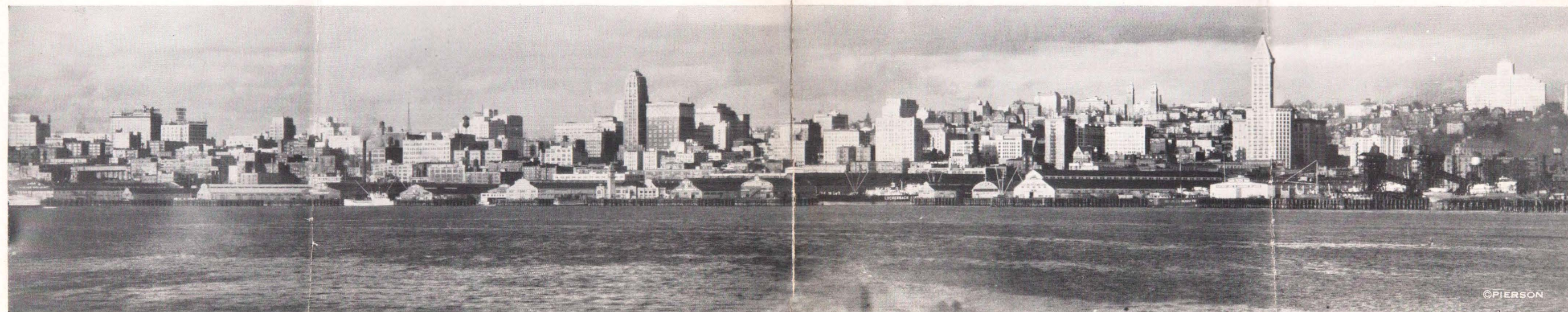
to locomotives. It is the gateway to Alaska which sends out gold, copper, fish and furs to a waiting world. Much awaits you on the Seattle waterfront. There is "Neither East nor West, border, nor breed, nor birth." There is, however, a bizarre commingling of all the races of the earth. And ships,—Ships! everywhere! Gaunt, ocean greyhounds, gallant schooners from Alaska,—maybe a barkentine from Australia and huge tramps from anywhere—from nowhere. Stately, rhythmic, unhurried and with profound dignity, they enter the crescent-shaped harbor—five miles from tip to tip.

These miles of waterfront, with their ordered dignity of piers and warehouses, wharves and cold storage, dry docks and custom houses, the large trafficking in an infinite range of commodities, present to the visitor a spectacle of unceasing interest. All this is the magnificence which we tamely and colorlessly call, "Commerce." Yes, it is more than that. It is a gorgeous array of strange and outlandish beauty, of garish sights and smells, an intricate and dazzling pattern of the complexities of life in the far corners of the world,

an eddy in the meeting place of the currents of the Seven Seas. Do not miss the waterfront. You will spend many charmed hours there.

### A Vigorous, Healthful Climate

One of the things which will at once present itself to the attention of the visitor in this part of Washington is the climate. Seattle is known as the most healthful large city in the world. There is a lure to her climate which is an unending surprise to the visitor and a constant delight to her citizens. The average daily summer temperature is 62 degrees and that of winter a daily average of 41 degrees. The bracing salt sea air, the freedom from extremes of heat and cold, the unlimited supply of pure water from the Cascades all contribute toward making Seattle known the world over as a healthful place in which to live. The average annual precipitation during a fifty-eight year period is 34.05 inches. The greatest part of the annual rainfall occurs during November, December and January. Snow is a rarity in Seattle, but does occasionally occur. There has never been a



*Travel to Seattle on the Roller-Bearing Air-Conditioned DeLuxe North Coast Limited*



Seattle from Queen Anne Hill—Mount Rainier in Distance