

Advertising

During the gold rush, businesses on the West Coast used the word "Klondike" to sell everything from opera glasses to evaporated food. The following pages include examples of advertising that appeared in newspapers and city directories from San Francisco to Vancouver, British Columbia, during the years 1897-1898.

Sources for these advertisements include the following: *The Seattle Daily Times*, *The Seattle Post-Intelligencer*, *The Tacoma Daily News*, *The Morning Leader* (Port Townsend), and *Vancouver News-Advertiser*, 1897-1898.



**Yukon
Gold Fields,
Alaska.**

Clondyke!

THE NORTH AMERICAN TRANSPORTATION & TRADING COMPANY'S

Steamer Cleveland

Leaves Seattle Aug. 5,

Connecting at St. Michael's with elegant over steamers direct for the mines. For rates and further information apply at the company's office, 418 First Avenue, Seattle.

**Alaska
Supplies.**

The Best for the Least.

Winship Bros. Co. Inc.,

Cor. Western Ave. and
Madison St.
Two blocks North of Depot.

**How to Get a
Good Outfit Cheap**

It is what puzzles most everybody.
We can furnish you with the
best outfit at less cost than you
could obtain it elsewhere.

Winship Bros. Co. Inc.
Pioneer Outfitters.
292-27 Western Ave. and Madison St.
Tel. 2128-29.



**If You
Are Going
To Get
An Outfit**

What's the use of putting it off till the last minute and then rush around excited and forget a great many important things.

Although we are busy day and night, and selling more ALASKA OUTFITS than any firm in this city, we are prepared to put up the largest orders on a few minutes' notice.

However, we advise everybody intending to favor us with their orders to leave them with us as early as possible.

**COOPER
& LEVY,**

ALASKA OUTFITTERS.
101 and 104 First Avenue South,
Seattle, Wash.

Klondike Equipment and Services

Among the goods advertised were asbestos-lined Yukon stoves, Klondike insect-proof masks, and frost extractors.



Klondike Insect-Proof Mask

A newly patented device which is an absolute protection against all insects.
 Made of Galvanized Steel wire and Cape of linen scrim.
 Cannot break or tear.
 Sold by all Outfitters on Pacific Coast.

Alaska Novelty Mfg. Co., Tacoma

Klondike Photos \$1.00 per doz.



Fine Cabinet Photographs, \$1.00 per doz.
 Gem Photos, 50c per doz.

GEM STUDIO, 1322 Pac. Ave., Tacoma

Risdon Iron Works,
 MANUFACTURERS OF
GOLD DREDGING MACHINERY
 FOR YUKON AND KLONDIKE.

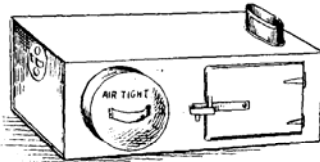


Our Mining River Dredge is just the thing for placer mining in Alaska. Shipped knocked down and, if desired, erected, in running order.

We also manufacture all kinds of Steam-wheel Boats, Mining and Milling Machinery, Engines and Boilers, Steam Patent Hydraulic Elevators and Hydraulic Cranes, Water Wheels and Sheet Iron Riveted Pipe.

Office and Works: Howard and Beale Sts., San Francisco, Cal.

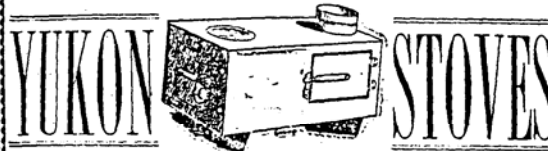
DO NOT FORGET
 To look up Clark's Air-Tight Camp Stove



It will hold fire longer, burn less wood and give better satisfaction than any stove that has gone into Alaska. We have had positive proof of this from Dawson City and the trail. Do not let some of those out-fitters tell you they have it good—they cannot show you anything better. We also make the best candle lantern in the market. If you cannot find them at your outfitters, call at headquarters, T. F. Clark & Co., 818 Western Ave., Seattle

KLONDYKE

We have a few of our celebrated asbestos-lined



which we are disposing of at reduced prices.

....COMPLETE OUTFITS....

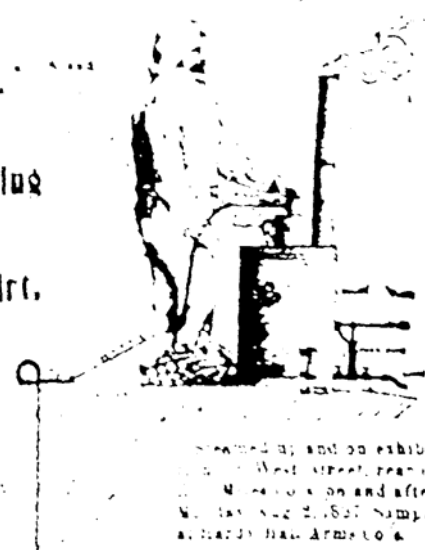
Z. C. MILES CO.

A. L. PIPER, Receiver

KLONDYKE BOATS

Write to V. R. PEIRSON, 221 Cherry Street, Seattle, about your 'knock-down boats. We always have them ready in time.

Clondyke Frost Extractor.



For Thawing Frozen Placer Dirt.

Light, cheap and highly efficient. Standard sizes 1, 2 and 3 horse power; weights 100, 140 and 165 pounds complete. Larger sizes to order. Easily taken to pieces in convenient sizes and shapes for packing. For further particulars call on or address

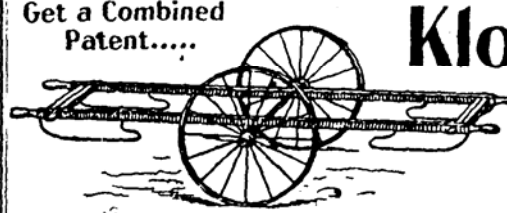
Barton Bros. & Co., 610 First Av.

WATERPROOF Covers, BAGS AND DUCK, TENTS.



PACIFIC COAST AGENTS
—FOR—
A. J. Tower's Fish Brand
OILED CLOTHING.
Jas. S. Gary & Son
(ALBERTON MILLS)
COTTON DUCK.
AMES & HARRIS,
MANUFACTURERS AND IMPORTERS.
100-104 Sacramento Street, SAN FRANCISCO, CAL. 10-12 North First Street, PORTLAND, OR

Get a Combined Patent.....



Klondyke Truck

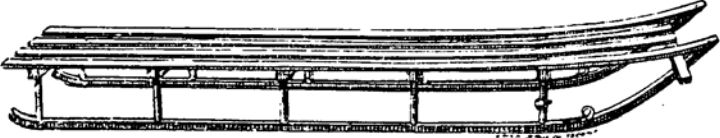
Sled and Rocker Combined.

Light, Durable and Cheap. Capacity 700 to 1000 lbs. Manufactured only by

PACIFIC WAGON CO., Manufacturers
Successors to the Buchanan & Brooke Co.
SOUTH THIRD AND LANE STREETS

CAVEAT FILED

CORNELL BROS.,
MANUFACTURERS OF
Klondike Sleds
 754 C ST., TACOMA.



OUR EASTERN HICKORY SLEDS ARE THE LIGHTEST AND STRONGEST ON THE MARKET.


Weight 32 pounds and guaranteed to carry 1500 lbs. Take no other until you see them. Handled by all the Leading Dealers in Tacoma	Price List: Hickory Sleds, - \$5.00 Fir " - 3.50 Oak " - 4.00
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A WINCHESTER RIFLE



The Watchdog For The Klondike.
 It bites when it barks. It will protect your claim and supply you with food. Send name and address on a postal card for 148-page illustrated catalogue. It is free.

Winchester Repeating Arms Co.,
 NEW HAVEN, CONN.
 418 Market St., San Francisco, Cal.



Just received, another lot of
KLONDYKE

Eye Protectors, velvet lined, best made. Call and see me before buying. You cannot do without them.

LOUIS KLODT
 SCIENTIFIC OPTICIAN AND SWISS WATCHMAKER.
 No. 824 Second Avenue.
 Complicated Watches and Chronometers Repaired.



SEATTLE BOAT FACTORY
 G. V. JOHNSON & SON, Prop'r's
BUILDERS OF.....

Steamers, Launches, Yachts, Row Boats
 Canoes, Yawl Boats and Spoon Oars

We Keep Constantly in Stock Yawls, Life-Boats and Row-Boats
WE BUILD KLONDIKE BOATS.....

Railroad Avenue, One-Half Block So. of Charles St. SEATTLE, WASH.

Outfits for the Klondike

Some companies offered one-stop shopping by providing complete outfits. Cooper and Levy, one of the most heavily advertised outfitters, warned gold seekers that "you are going to a country where grub is more valuable than gold." This company also ran advertisements showing hapless miners who outfitted with "greenhorns," which left them stranded in the Far North with inadequate provisions.



IF YOU WANT TO GET FIXED LIKE THIS MAN, GO TO SOME "GREENHORNS" WHO KNOW ABSOLUTELY NOTHING ABOUT PACKING ALASKAN OUTFITS. WE DO KNOW. WE ARE OLD HANDS AT THE ALASKA BUSINESS. SUPPLY THE VERY BEST GOODS AND HAVE EXPERIENCED PACKERS. LIST OF SUPPLIES FOR "ONE MAN FOR ONE YEAR" SHOWING WHAT IS REQUIRED, COST AND WEIGHT OF SAME, MAILED FREE TO ANY ADDRESS.

COOPER & LEVY,

Alaska Outfitters,

104 and 106 First Ave. South.

SEATTLE, WASH.

Clondyke Outfits
 of the BEST QUALITY can be bought from
The Seattle Clothing Co.
 719 Second Av. Hinckley Block.

KLONDYKE Don't get excited and rush away only half prepared. You are going to a country where grub is more valuable than gold and frequently can't be bought for any price. We can fit you out quicker and better than any firm in town. We have had lots of experience, know how to pack and what to furnish.

COOPER & LEVY

80% 104 AND 106 FIRST AVENUE SOUTH.

If you want the very best Klondike outfit that money can buy, and want it put up on short notice, we can serve you well and faithfully.

COOPER & LEVY

104-106 FIRST AVENUE SOUTH, ONE DOOR SOUTH OF YESLER WAY

**“The
Gold Fever
Is
Raging”**

And we are working night and day putting up the very best outfits that money can buy—outfits that will make you glad when you get there. We have put up miners' outfits for years, and can give you some good, healthy advice as to what you should and what you should not take.

See to it that your bill of fare is well balanced—not too much of this and too little of that, as the chances are against your evening it up to your satisfaction when you get to the

KLONDYKE

The Seattle Trading Co.
GROCCERS
111 OCCIDENTAL AVE.

Klondike! Klondike!

ALASKA

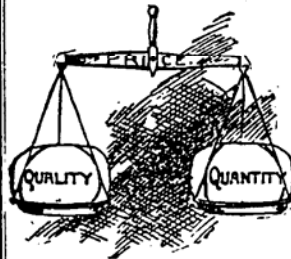
Goldseekers' Outfits

At wholesale and retail, complete in every detail, sold by us; we carry a large stock of every line of goods used for a complete outfit, which we are selling at most reasonable prices. All goods guaranteed as represented; we are experienced hands in the business and know what a miner requires, and how to pack it. Before selectin your outfit we invite you to inspect our stock.

Waterman & Katz

PORT TOWNSEND, WASH.

Quality Tells.



If you are going to the
KLONDIKE

Be sure that your
OUTFIT

Is of the best quality and properly packed. We can furnish it.

CONNER BROS.
720 Second Ave. Boston Block.

**The
Klondike**

**ARE
YOU
GOING?**

If so, remember that the

**ONLY
HOUSE
IN
TACOMA**

doing an outfitting business exclusively is—

**The
Alaska
Outfitting
Comp'y**

**KLONDIKE
OUTFITS.**

**CLOTHING AND SUPPLIES
OF EVERY DESCRIPTION.**

Not the cheapest, but only the very best goods at very low prices.

NATIVE ALASKA DOGS FOR SALE.

THE MACDOUGALL & SOUTHWICK CO.

Union Steamship Co. of B. C.

— LIMITED —

HEAD OFFICE AND WHARF, VANCOUVER, B. C.



NORTHERN SETTLEMENTS.

S. S. Comox sails from Company's wharf every TUESDAY, at 9 a. m. for Bowen Island, Howe Sound, Sechart, Jervis Inlet, Froeck, Texada Island, Lund, Hernando Island, Cortez Island, Read Island, Valdez Island, Shoal Bay, Phillips Arm, Frederick Arm, Thurlow Island, Loughborough Inlet, Salmon River, Port Neville, and sails every FRIDAY, at 3 p. m., for Way Ports and Shoal Bay, calling at Bute Inlet every six weeks.

NASS RIVER AND WAY PORTS.

S. S. Coquitlam sails on the 8th and 22nd of each month for Naas River and Way Ports, and will proceed to any part of the Coast should inducements offer.

MOODYVILLE AND NORTH VANCOUVER FERRY.

Leaves Moodyville at 8, 9.15, 10.45 a. m., 12 noon, 2, 4, 5.45 and 7 p. m.
Leaves Vancouver at 8.35, 10, 11.20 a. m., 1.15, 3.15, 5.15, 6.20 and 7.30 p. m. Calling at North Vancouver each way, excepting the noon trip.
Late trip Saturday and Sunday, leave Moodyville 7 p. m., Vancouver, 7.30 p. m.

CLONDIKE GOLDFIELDS.

Steamers to DYEA for the YUKON COUNTRY during the Season.

Freight Steamer "Capilano," capacity 300 tons d. w.


Tugs and scows always available for towing and freighting business. Large storage accommodation on Company's wharf.





Telephone 94 P. O. Box 771.

H. DARLING, MANAGER.

Transportation to the Klondike

Businesses such as the Alaska Steamship Company advertised
"ample room for horses and freight," along with "first-class meals for all."

	<p>ALASKA CLIPPER LINE</p> <p><i>The Miner's Route</i></p>	<p>No Stock to Sell</p> <p>Our ships are afloat and ready for business.</p>
	<p>Passengers and freight by staunch sailing vessels for all Alaska points at reasonable rates. Small steamers and mining machinery taken as freight.</p> <p>BENJAMIN HAVNER, Manager Rooms 1, 2 and 3, Gross Building, TACOMA, Wash.</p>	<p>No Vessels to Build</p>

	Going to the	
KLONDYKE		
— TAKE THE —		
STEAMSHIP "UTOPIA"		
WILL LEAVE SEATTLE		
FOR SKAGUAY AND DYEA		
WEDNESDAY, AUG. 11th		
<p>Good Accommodations. First-Class Meals for All. Ample Room for Horses and Freight.</p>		
STRONG SHIP, QUICK AND SAFE PASSAGE		
ALASKA STEAMSHIP CO.,		
	<p>Ticket office N. W. corner First avenue and Yesler way, under First National bank</p>	

Clothing for the Klondike

As one advertisement indicated, "The Skagway winds blow hard and cold and reach the bones thro' blankets, woolens and mackinaws." Clothing was an important purchase for Klondike stampeders.



THE BON MARCHÉ
Nordhoff & Co.
 4125-4427-4429 SECOND AVENUE, 45 AND 47 PRIZ STREET

KLONDIKE

**Underwear
 Hosiery
 And Gloves**


You Buy Them Here Cheaper
 Than Elsewhere

SHOREY'S PATENT
Blizzard Resister Suits
 Made under Patent No. 5002
 are the Most Comfortable
 Garments Sold.

Shorey's Miners' Suit
 Made in all Shades
 of Mackinaw,
 Warmly Lined,
 With or Without
 Capot.
 Also in Khaki Duck.

Shorey's Arctic Suit
 Made in all Shades
 of Heavy Mackinaw,
 With or Without
 Capot.



These Goods can be
 Purchased at
 Vancouver - B. C.
 Victoria ..
 Kamloops ..
 Ashcroft ..
 Nanaimo ..
 Glenora ..

These Goods can
 be Purchased at
 Edmonton, N.W.T.
 Calgary ..
 Prince Albert ..
 Winnipeg Man.
 and all Eastern
 Towns.

**SHOREY'S
 KLONDYKE
 SHIRT**

See that Shorey's Guarantee Card is in the Pocket of Every Garment.

COURTESY TERENCE COLE

John E. Kelly, The Seattle
 Underwear Dealer,
 has **EXTRA HEAVY
 KLONDIKE UNDERWEAR**
 for
WOMEN as well as **MEN**
 First Ave., Union and University Sts.,
 under the Vendome Hotel.





The Skagway Winds

Blow hard and cold and reach the bones thro' blankets, woolens and mackinawa.

BUCKSKIN STOPS 'EM.

So say those who have returned. We have the buckskin suits for big lunged men and plucky women.

SOFT, WARM AND IMPERVIOUS

STEWART & HOLMES DRUG CO. 703 First Ave.

YOU WILL NEED A PAIR OF THESE

When You go to the

KLONDIKE

Alaska Footwear



SEATTLE is the only place to outfit and get just what you will need. We carry a complete stock of **Alaska Footwear** of every description, including Miners' Boots, Shoes and Rubber Goods, Moccasins, Leggings, German Sox, Felt Boots with Overs, etc.

San Francisco Shoe Co.

COURTESY TERRANCE COLE

THE BON MARCHÉ

Nordhoff & Co.

1425 1ST. 1428 2ND. 1431 3RD. 1435 4TH. 1438 5TH.

Hear the Prices Drop.


Just in by Overland Freight—
20 Cans

Alaska and Clondyke

Wearing Apparel.

Great Bargains In . . .

Alaska.... Footwear



Call and get our Prices. It will pay you.

We are agents for the Celebrated

A. A. Cutter
Boots and Shoes.

TREEN SHOE CO.

707 FIRST AVENUE.

The best is none too good

When you go to Klondike you need a stock of

Pure Fresh DRUGS

Our Klondike Medicine Chest contains the purest and best assortment of drugs on the market.

FOR FAIR DEALING GO TO

ST. JOHN'S PHARMACY, 938 Pacific Avenue, Tacoma.

Pharmaceuticals for the Klondike

Medicine cases and drugs were widely advertised during the gold rush. "You will be tired and sore," one advertisement for liniment noted. Another advertisement used humor: "Klondycitis is very prevalent disease which cannot be cured by medical science."




Go to Alaska Prepared For Emergencies...

OUR STAR MEDICAL CASE

IS A COMPLETE SUIT OF REMEDIES, APPLICATIONS and APPLIANCES likely to be needed on a trip north. Contains nothing useless—nothing in bulk or freight. Any desired changes or additions made without extra cost. A book of directions accompanying each case. Your inspection invited.

Stewart & Holmes Drug Co.
703 First Avenue.



KLONDYCITIS

Is a very prevalent disease which cannot be cured by medical science. We have unusual advantages which enable us to make the ailment one of pleasure. Come and see us before going North.

Leis Pharmacy

Cor. Second Avenue and Columbia Street.

Your Klondike Outfit

to be correct MUST have our

Perfected Emergency Medicine Case

Being the **LIGHTEST** and altogether the **CHEAPEST** case on the market. As it contains no liquids the danger of freezing or breakage is eliminated.

Each remedy is the best for its particular purpose known to modern science.

The Most **COMPLETE, COMPACT and CONVENIENT**

Our long experience in trade with Alaska miners has made us familiar with their wants—hence our ability to furnish a medicine case as nearly perfect as possible.

We also have Concentrated Vinegar, Evaporated Lime Juice for scurvy, and Saccharin 50% times sweeter than sugar. Apply for prices in any quantity to

STEWART & HOLMES DRUG CO.,
Wholesale and Retail Druggists.

KLONDYKE You Will Be Tired and Sore

Sluwash Liniment has helped others over the journey, why not you? Cures Lame Back, Soreness, Stiff Joints, Sprains, Bruises, Neuralgic Pains, etc. For sale by leading druggists and by Chas. Kimball, Dawson City.

Look for This Label

None Sold In Bulk

LaMont's Improved Crystallized Egg

TRADE MARK

WHOLE EGG

FRESH PRESERVED OR HELD EGGS

YEARS OF CONTINUOUS USE BY THE LARGEST PIE AND CRACKER BAKERS IN THE WORLD PROVE IT SUPERIOR TO COLD STORAGE OR ANY OTHER PRESERVED OR HELD EGGS

NO BREAKING. NO BAD EGGS. NO SHELLS. NO WASTE. SIMPLY FRESH EGGS WITH THE WATER EXPELLED. DISSOLVES READILY IN COLD WATER (NEVER HOT WATER) OR MILK.

THE QUESTION HAS BEEN TO PRESERVE EGGS WITHOUT ADULTS SOLVES THE PROBLEM AND IS THE RESULT OF YEARS OF EXPERIMENT AND THE EXPENDITURE OF SEVERAL HUNDRED THOUSAND DOLLARS

INFRINGEMENTS WILL BE PROSECUTED AND FULL ACCOUNTING DEMANDED.

Just received another shipment of

EVAPORATED POTATOES AND ONIONS

for Klondyke outfitters.

COLUMBIA GROCERY CO.
L. M. NEWMAN, Propr.
912 FIRST AVE.

WE THROW DOWN THE GAUNTLET

HALL'S PULVERIZED EGGS

PARALYZE COMPETITION

Half the Price of the Self-Inflated and Sensationally Advertised High-Priced Prepared Eggs Offered on this Market.

Your Life May Depend upon your getting the very best Groceries if you are going to the

Klondyke

Our goods are the VERY BEST and we pack them with the UTMOST CARE.

COLUMBIA GROCERY CO.
L. M. NEWMAN, Propr.
912 FIRST AVE.

Food for the Klondike

"Your life may depend upon your getting the very best groceries," one advertisement warned gold seekers. Evaporated food was heavily advertised, and LaMont's frequently ran advertisements for crystallized eggs, prompting challenges from Hall's, a competitor.

Advertising in Tacoma

The longstanding rivalry between Tacoma and Seattle intensified during the Klondike Gold Rush. These advertisements from Tacoma touted the "City of Destiny" as the "best place on Puget Sound." One Tacoma company offered investments in mining "better than Klondike."

TACOMA

The *Best place on Puget Sound to* **LIVE IN, INVEST IN, MAKE MONEY IN**

City of Destiny

A judicious investment in real estate here now cannot, in my judgment fail to be profitable. Tacoma is growing and will continue to grow, and real estate must advance in value from present low prices.

For particulars concerning desirable investments in Tacoma real estate, call on or address

ALLEN C. MASON

Room 2, Mason Block, TACOMA, Wash.

ESTABLISHED 1883

Better than Klondike are investments in REALTY and MINING in the State of Washington. Choice list of Business, Residence, Acres and Farm Property in Tacoma and Pierce County.

MINING A SPECIALTY—Stocks for sale in all reliable companies.
HOUSES RENTED, TAXES PAID, and entire charge taken of property.

For further information call on or address

Daniel McGregor,
10 Years Residence in the State. 301 Washington Bldg., Tacoma, Wash.

Miners' KLONDIKE Outfits

When in Montreal Visit our Warerooms



Sleeping Bags, Dunnage Bags, Oiled Clothing, Waterproof Sheet,
Klondike Boots, Fishing Tackle, Canvas, Rope, Blocks, Kit-Bags,
Knapsacks, Belts, Parkstraps, Rubber Goods, Hammocks.

Elder-down Sleeping Bags and Hoods. (These are the best for cold weather).
We have fitted out a great number bound for the Gold Fields, and our goods have been used by
the most prominent expeditions and have given entire satisfaction.

We have the largest and most varied stock in Canada.
TENTS—(Our own special make), double or single as required. Finished specially for hard usage!
MINERS' TOOLS—The latest on the market.

Shot Guns, Revolvers, Rifles. See our latest, Rifle and Shot Gun combined.
FOLDING STOVES (with cooking utensils of all kinds).

Ask for our \$12.00 OUTFIT. Tent, Stove, Stool, Cooking Utensils and Waterproof
Sheet. Complete outfit for one man.

Headquarters—34 and 36 Victoria Square
MONTREAL, CANADA.

The "Sonne" Awning, Tent and Tarpaulin Co.
MANUFACTURERS AND IMPORTERS.

COURTESY TERRENCE COLE

Advertising in Canada

Canadian companies
advertised "no duty" for
Klondike goods
purchased in British
Columbia.

The Klondike stampede created geographical confusion. This advertisement for a Canadian company was more appropriate for an African outfit than an outfit for the Klondike.

The B. C. Sugar Refining Co.

LIMITED
BRANCH OFFICE.
VANCOUVER, B. C. ✕ VICTORIA, B. C.

PUT UP
Granulated, Cube and Bar



IN 50 LB., 20 LB. and 10 LB. PACKAGES.

SPECIALLY SUITED FOR
KLONDYKE

To be had of all Merchants in British Columbia
NO DUTY AT KLONDYKE

THE YUKON GOLD FIELDS

CLONDYKE.

If you want all the news,
reliable, accurate and full,
subscribe for the

Daily Post-Intelligencer.

75c a Month.

Steamers arrive every few days.
Don't let the opportunity slip by.

Subscribe Now.

The Weekly Post-Intelligencer, \$1.00 Per Year.



Clondyke!
Clondyke!
Clondyke!

GET THE LATEST NEWS FROM THE KLONDIKE

ALL THE NEWS of the Yukon Gold Fields is published in the TACOMA
DAILY and WEEKLY NEWS. If you have relatives or friends on the
Klondike, get the latest news about them by taking one of these papers.

The Daily News, per month - \$.50 | The Weekly News, six months \$.75
The Daily News, per year - 5.00 | The Weekly News, one year - 1.25

“P.-I.”

Clondyke Extra.

READY THIS MORNING.

Contains a summary of all the
latest news, maps, interviews, etc.,
relating to the great Alaskan Gold
Fields. Procure your copies at
Business Office of the Post-Intel-
ligencer. Price 5 cents. Special
rates given on large orders. Every
reader of the Post-Intelligencer
should send this Special Clondyke
Edition to his Eastern friends
and those making inquiries about
the new Eldorado.

8 PAGES—ALL CLONDYKE.

Newspapers used the Klondike Gold Rush to
sell subscriptions.

PART I
32-Page Edition
PUBLISHED
The Seattle Daily Times.
The Third circulation was
13,001
Last Saturday, December 13.

SEATTLE, WASHINGTON, SATURDAY EVENING, DECEMBER 18, 1897.

Seattle

THE Queen City of the Pacific—the metropolis of the State of Washington, and the gateway to the gold fields of Alaska and the Klondike—the chief outfitting point for miners, and the headquarters for eighty per cent. of all the steamship lines plying between the United States and British Columbia and Skaguay and Dyea, the landing points by the overland routes to the Klondike, as well as the all-water route via the Dutch Gap, St. Michaels and the Yukon river. Seattle, with its 80,000 population, is 800 miles nearer Alaska and the Klondike gold fields than San Francisco, 200 miles nearer than Portland, Oregon, and steamers plying between Seattle and trusted fields make Victoria and Vancouver mere way stations.

Washington

GREATEST mineral producing state in the union, the products being gold, silver, iron, copper and coal, in quantities and quality superior to all others. "The Evergreen State," whose startling forests today include more than 13,000,000 acres of heavy timber, and whose fisheries, farm, garden and orchard products are the most abundant and of the highest quality grown in any state of the union.

Alaska

"THE Wonderland of the Nineteenth Century"; a region of fabulous mineral wealth, with its Gold, its Coal, its Oil and its Timber; a vast and mighty empire, containing more than 500,000 square miles, or being more than seven times greater than the State of Washington in its territorial expanse. Indeed, Alaska is another name when regarded from its mineral deposits, for

The Klondike

THE latest and greatest gold fever in the history of the world has been kindled into flame and fanned to a glowing heat by the tales of golden sands, almost beyond belief, from the new Eldorado. A magic influence now belongs to the name "Klondike." Seattle has proven herself to be the natural gateway to this land of gold, and by late and honorable dealing with gold-seekers and traders her merchants have secured to her the lion's share of the outfitting trade, now assuming such gigantic proportions as to astonish the world. Wherever the word "Klondike" is used the name of Seattle, the Queen City, is at once spoken by association. The wealth of Alaska, of the Klondike and of the State of Washington means prosperity for Seattle.

During the gold rush, newspapers helped link Seattle, Alaska, and the Klondike in the public mind.

THE SEATTLE POST-INTELLIGENCER.
SEATTLE, WASHINGTON, THURSDAY, DECEMBER 17, 1897.
SPECIAL CLONDYKE EDITION.
CLONDYKE RICHES STIRS A NATION. YES, ROOM FOR ALL. SO SAYS OGHIVIE.
The Klondike fever has stirred the world's imagination. The Klondike has become the focus of attention for all eyes. The Klondike has become the focus of attention for all eyes. The Klondike has become the focus of attention for all eyes.
CLONDYKE
Assisted for the Men for the Year.
COOPER & LEVY
EMERGENCY CASUALTY COMPANY.
YOUR BEST FRIEND.
CHANGING OUR TERMS.
A PROMISE.
FRUIT & HOLLAND DRUG CO., ANKLE OVERSEER.
Are You Going to the CLONDYKE?
Miners' Shoes and Rubber Boots.
San Francisco Shoe Co.
Gold Scales, Balances, levelers, prospectors and Miners' Supplies.
JAMES HAYES & SONS.

