

Washington Is Still Booming

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The State of Washington, smallest but most populated of the Pacific Northwest states, has long been endowed with a rich abundance of natural resources. It has been only in the past decade or so, however, that these resources—plus such other important factors as equable climate, outstanding educational facilities and ideal living conditions—have come to the attention of industrialists and businessmen throughout the nation, on anything but a moderate scale.

This has been due to a great extent to diminishing resources elsewhere—including that highly important resource, water as well as to the shift of population to the west, and the lessening barrier of transportation costs.

There is another factor, however, perhaps somewhat nebulous in terms of actual measurements, which has had a beneficial effect in creating today the most explosive economic boom in the state's history. This factor has been a concerted effort on the part of state government, private business and a local industrial development groups to promote Washington industrially and as an ideal place to live and play.

A good example of this effort was seen last Spring when a delegation of key industrial and business leaders from the state, led by youthful Gov. Daniel Evans, met with similar people in top industrial centers in the East and Midwest, where they outlined Washington's natural and economic advantages. The story was told simply and factually, without embellishments.

For several years now, the State Department of Commerce and Economic Development has promoted Washington's industrial advantages by advertising in leading trade journals in the East, Midwest and California, as well as making many personal contacts with potential businesses and serving in a liaison capacity for local enterprises.

Local development agencies and groups, as well as private businesses, also adopted aggressive programs to attract new businesses or the expansion of existing ones.

Not all of Washington's promotional efforts have been devoted to our own country; across the broad expanse of the Pacific lie burgeoning Japan and other Far East countries who must depend greatly upon imports. Because it is the closest United States area to these countries, Washington already enjoys a significant trade with the Far East.

However, there is a much greater potential. Recognizing this, the state—under the aegis of Gov. Evans, the Department of Commerce and Economic Development, the Washington International Trade Fair, the Seattle Port Commission and key leaders in business and industry—joined together this year in the establishment of the state's second successive Orient trade mission.

Under this project, Washington State was represented at Japan's International Trade Fair in Osaka with a magnificent pavilion, in which dozens of the state's products and services were on display. Members of the trade mission called on businessmen in Japan, Taiwan, Hong Kong and other Far East countries to tell the story of Washington State.

Results of this venture have not yet been fully realized, but numerous inquiries have been received and already additional export trade has been stimulated. Last year, when Washington participated in a similar venture at Tokyo, the result was several million dollars of additional trade with the Orient, particularly Japan.

Washington's financial institution's have also had an integral part in the state's current economic boom. Although the state, like the rest of the nation, is currently hampered by tight credit and rising interest costs at a time when many firms are engaged in or planning major expansions, Washington's banks and other financial entities are meeting the challenge in new expansions and imaginative programs.

Reflecting its confidence in the growth of Washington and the Pacific Northwest, Seattle First National Bank, the state's largest financial institution, is now in the process of erecting a 50-story bank and office building in downtown Seattle.

When completed, this will be the largest structure of its kind on the Pacific Coast.

The current economic boom in Washington has far surpassed previous estimates and predictions. It is significant to note also that this boom hasn't been engendered by the escalation of the war in Viet Nam or other factors that could be considered of a temporary nature.

Sensational advances in the state's

aeronautical industry, for instance, have been generated by Boeing's increased orders for commercial jet airliners and its recent decision to manufacture the giant 747 airliner at a \$600 million plant now being erected in Everett.

Though the aircraft industry is enjoying the most spectacular advances in Washington at the present, other industries have also chalked up notable advances, and new industries are moving on the state at a record rate. Here are some of the significant developments:

- Lured by inexpensive and available hydroelectric power, the aluminum industry is expanding rapidly. A new firm—Northwest Aluminum Co.—announced recently that it will establish a \$100 million plant near Anacortes; Kaiser Aluminum is doubling its plant capacity at Tacoma; Intalco Aluminum at Bellingham will soon be in complete operation with three potlines; and Alcoa has announced expansions at their Vancouver plant.

- New cement plants and related complexes will be built in the Puget Sound area by Kaiser Co., and Lone Star Cement Co.

- During the past year, construction was completed on a huge nuclear reactor at Hanford; a new space propulsion laboratory is planned this year, and significant expansions have been announced, by private firms now in the nuclear development field, on land leased to them by Washington.

- A move that will enhance Washington's industrial position in the years ahead is the construction of a third power plant at Grand Coulee Dam that will greatly increase power production at that facility; 3,000 persons will be employed at the construction site during peak phases of the work.



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- Dollar value of new construction in Washington is figured to reach \$1.4 billion during 1966, for an all-time record high.

- Volume of the state's port activity, which reached record proportions in 1965, is increasing still further this year.

Another factor in Washington's economic development is the high productivity of its labor pool—25% above the national average. Employment in the state reached an all-time high of 1.25 million workers by June of this year, while unemployment dropped to a new low of 3.2%.

General business and consumer activity, as measured by monthly bank debits, was up 18% in the first half of 1966, over a similar period last year.

The rosy picture in Washington is not without a few dark clouds, of course. The state is faced with a labor shortage in skilled fields, and must tackle mounting problems of pollution, traffic, transportation, school crowding, etc.

But leaders are, and have been, tackling these problems with the same enthusiasm and determination that they have used in attracting business and industry to the state.

You're looking at one of Washington State's most abundant natural resources.



Washington is a state of tremendous natural resources.

And yet, one of our most abundant resources is something not rooted to the land at all. It's brainpower. The basic technical ability every industry needs to enable it to grow in today's more competitive markets.

TECHNOLOGICAL LEADERSHIP. The results are easy to see. Today, Washington is a forerunner in electronics, aeronautics and space

research. Its plants produce nearly 50% of all the free world's jet airliners. The State is a leader in the development of nuclear energy for peacetime industrial use.

AN IDEAL CLIMATE FOR BUSINESS. Of course, brainpower alone is far from the complete story of Washington State. Whatever your special interest or need — markets, transportation, a favorable tax structure, living conditions, availability of raw materials and investment capital, a government attitude responsive to the needs of industry, an abundance of available plant sites — chances are, the industrial world of Washington State

has what you want.

But why not let us prove it to you? For more facts about Washington State, write: Daniel B. Ward, Director of our State's Department of Commerce and Economic Development, Olympia, Washington.

Or call me personally. I'd welcome the opportunity to convince you that you will profit by a move to Washington State.

Daniel B. Ward
GOVERNOR

WASHINGTON

